

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2013
303-Business Policy and Strategic Management

Question Paper: 60marks

Time: 3Hrs

Important: Attempt Any FOUR questions.

All questions carry equal marks (15 marks)

- Q1.** "Some sources of strategic vision also provide guidelines, and in rare cases even a road map for strategy implementation" Discuss
- Q2.** Explain with examples how the McKinsey's 7S framework helps in strategic management.
- Q3.** What are the main methods strategists use to meet the challenges of all-round change necessary for the success of transformational strategies?
- Q4.** "The qualitative evaluation of strategies is perhaps more important for the success than merely comparing the results against targets"-- Comment
- Q5.** A group of BT professionals have developed a formulation for the better digestion; they call it DAEA (Digest All Eat Anything). Its trials and testing have been very encouraging. What are the strategic options available to them to promote it? Which one would you recommend? Give reasons for your choice.