

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2011
303-Business Policy and Strategic Management

Question Paper: 60marks

Time: 3Hrs

Important: Attempt Any FOUR questions.

All questions carry equal marks (15 marks)

Q1. A plant biotechnologist has developed a number of drought resistant new plants. These are also useful to others for water conservation. He plans to launch a company to promote these products. He has asked you to draft the vision and the mission statements for his company and explain how they meet the various tests of effectiveness. Prepare a brief report.

Q2. An established biotech company plans expansion in other geographic areas for promoting some new economy products. They have asked you to prepare a 'New Economy Index' so that the prospective locations can be quickly short-listed and ranked. Design the index based on the characteristics of the new economy and weights assigned to each of them.

Q3. "A careful study of human nature and the philosophy of business reveals that it is highly unlikely that business strategists would ever give as much importance to 'people' and planets as they give to 'profits'". Do you agree? Why or Why not?

Q4. What are the merits and demerits of the M & A strategies? Are the Indian companies right in rushing to acquire companies in Europe and The USA just because their valuation has dropped to record low levels?

Q5. Write short notes on any two of the following

- a. Porters Five forces framework
- b. Bio resources of India
- c. E-Commerce