

University of Pune
Department of Management Sciences
MBA-BT Semester III
Mid-Semester Exam October 2011

303-Business Policy & Strategic Management

Question Paper: 40marks

Time: 2Hrs

Notes: 1. Question 1 is compulsory

2. Answer any two of the remaining

3. Figures in brackets indicate maximum marks

Q1. A food company has developed a line of snacks for kids. The snacks include proteins, calcium, vitamins, and probiotics. The objective is to wean away kids from junk foods. They plan to adopt a low cost strategy for business development. They have asked your advice for common steps to be taken for quick and massive response. Write a brief note. (16)

Q2. Explain how to strategists use the analysis of business dynamics for the success of any strategy. (12)

Q3. What are the positive and negative aspects of the new economy? What steps would you suggest to convert the negatives into the positives? (12)

Q4. 'Many strategies derail due to the confusion between operations management and strategic management concepts' Comment. (12)