

University of Pune
Department of Management Sciences (PUMBA)

301 : Business Policy & Strategic Management

Max. Marks: 50

Time: 2 ½ Hours

Instructions: Attempt any Five questions. All questions carry equal marks.

1. Explain with examples the difference between Resources and Capabilities to gain competitive advantage? Which do you think is more sustainable?
2. What were the major government policies between 1947 and 1991 that impacted the Indian businesses and the impact of each policy on business?
3. Explain the concept of Value Creation in the context of competitive advantage?
4. What are the typical primary and support activities in the value chain? How can companies use these as to gain competitive advantage?
5. How a manager should go about doing industry analysis? Explain different parameters of industry attractiveness?
6. Why Vertical integration is not followed as a strategy by many companies in the current business environment?
7. Short Notes
 - a) Interdependence in Consolidated industries
 - b) Icarus Paradox
 - c) Difference between Value Creation and Profit
 - d) Freight Equalization