

SCOPE COLLEGE OF ENGINEERING  
DEPARTMENT OF MANAGEMENT  
MBA III SEMESTER  
BUSINESS POLICY AND STRATEGIC MANAGEMENT  
MAX MARKS: 80

Note : Attempt all Questions. Each question carries equal marks.

1. Define Business Policy. How it is different from strategic management.  
OR

Discuss the concept of Mission and Vision of an organization.

2. Write a note on internal environmental analysis.

OR

Write about Porter's Competitive Model. How it is useful in Strategic management.

3. How do you formulate strategy?  
OR

Elaborate Stability and Retrenchment Strategy

4. What challenges are faced in implementation of strategies?  
OR

Give a detailed note on BCG Matrix.

5. Differentiate between Strategic Control and Operational Control  
OR

Discuss the evaluation process of strategies.