



**NAVRACHANA
UNIVERSITY**

a UGC recognized University

School: School of Business & Law
Program/s: MBA
Year: 2nd **Semester:** IIIrd
Examination: End Semester Examination
Examination year: December - 2021

Course Code:	MG212	Course Name:	Business Policy and Strategic Management
Date:	08-12-2021	Total Marks:	40
Time:	8:30 am to 10:30 am	Total Pages:	02

Instructions:

- Write each answer on a new page.
- Use of a calculator is not permitted.
- *COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	Answer the following questions in short (Answer any 05*02 Marks)	10	CO1	BT1,
1	Difference between Vision & Mission of a company (02 points each)			
2	Difference Policy & Strategy (02 points each)			
3	How are SWOT & TOWS analysis different or same?			
4	What is the utility of McKinsey's 7'S framework?			
5	What is Balanced Score Card? List the perspectives			
6	Define Capabilities and Competencies.			
Q.2	Read the situations careful and justify your answer with relevant theoretical support (Answer any 02*03 Marks)	06	CO1 CO5	BT2, BT3,
1	Looking at the below mentioned situations and explain the type of strategic control considered in them: 1. J&J Ltd has a dedicated customer service department which obtains all complains from the customer and tries to resolve the issues. 2. Mamta Hospital has a new facility that was designed with identical rooms, nonslip floors, and glass walls to reduce errors in patient care and to increase employee safety.			
2	Rajan is an owner of a local IT consulting company. He has been serving in this industry since past 8 years and now he decides to expand his business. He decided to take over a failing sandwich shop because he always wanted to be in the restaurant business. Considering the above situation comment on the type and level of diversification used by Rajan. Justify your answer with relevant theory/concept.			
3	Read the below mentioned situation and comment on the 'Generic Strategy' followed by this fast-food company. Justify your answer with relevant conceptual/theoretical support. The company adopts the following tactics - <ul style="list-style-type: none"> • Rapid Food Delivery. The company has optimized the cooking processes. This allows the employees to easily learn those methods, and the learning curve decreases as much as possible. • Training. They have a special labor division that recruits new people and then train them. This way, the company does not have to hire highly paid experts and thus reduces its overall costs. 			

	<ul style="list-style-type: none"> Vertical Integration. They own facilities for the production of mixture ingredients used in their products. This ultimately reduces the overall cost. 			
Q.3	Answer the following long question with appropriate examples/diagrams or models as the case may be. (Answer any 03 questions * 08 Marks)	24	C02 C03 C04	BT4 BT5 BT6
1	Explain Resource-based Model of above Average Return.			
2	What is Value Chain? Explain the concepts of value chain analysis with industry example.			
3	What are functional strategies? List down few strategies with relevant examples.			
4	Define strategic control and explain its process.			

*****End of Question Paper*****