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Your Roll No.....

Sr. No. of Question Paper : **8010**
Unique Paper Code : **61011601**
Name of the Paper : **Business Policy and Strategy**
Name of the Course : **Bachelor of Management Studies (BMS),
2024 LOCF**
Semester : **VI**
Duration : **3 Hours**
Maximum Marks : **75**



Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
 2. Attempt any five questions.
 3. All questions carry equal marks
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1. (a) Explain the significance of a mission statement for a business. Provide examples of how a well-crafted mission and vision statement can influence organizational success and guide strategic decision-making. (7)
 - (b) Discuss the interplay and hierarchical relationship among the three levels within the strategic management framework. (8)
2. India improved its ranking by six spots in the latest Business Environment Rankings (BER) globally, according to data released by the Economist Intelligence Unit (EIU), Out of 17

P.T.O.

economies in the Asian region, India is ranked 10th in the 2023-27 forecast period, up from 14th in 2018-22 period

(Source: https://www.business-standard.com/india-news/india-improves-its-ranking-by-6-spots-in-global-biz-environment-rankings-123041301015_1.html)

In light of the above statement, How might a comprehensive PESTLE analysis aid in understanding the macro-environmental factors impacting India's business environment, and how can this insight be leveraged to enhance the country's competitive position in the global economy over the next decade ? (15)

3. Examining a case study of a prominent Indian technology firm operating in the smartphone industry, how can it utilize the Resource-Based View (RBV) and VRIO analysis to evaluate its internal resources and capabilities? Additionally, how might this analysis inform strategic decisions tailored to the unique dynamics of the Indian market, facilitating the enhancement of the firm's competitive position amidst evolving industry trends? (15)
4. (a) Discuss the statement: "Concentric diversification is an attractive corporate strategy as it offers the best of both worlds.". Support your answer with appropriate examples a company's (7)
- (b) Assess the rationale behind a company's vertical integration strategy and its implications for the company's growth and profitability. (8)
5. (a) Analyze the potential entry of global firms into the Indian market using the CAGE framework providing insights into the opportunities and challenges the company may face. (7)
- (b) Worldwide, Proctor and Gamble is one of the most recognizable consumer goods companies with a massive presence in India. It operates in various product categories

like beauty, grooming, healthcare, fabric & home care, etc. Apply BCG Matrix to P&G and suggest strategic implications based on BCG matrix. (8)

6. Write short notes on the following (Attempt any three): (3×5=15)

- (a) Porter's generic competitive strategies
- (b) Franchising v/s Licencing as modes of international expansion
- (c) Strategic gap analysis
- (d) Impact of structure on strategy implementation

