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Code No: BA1914

GEC-R14

MBA III Semester Supplementary Examinations, December 2017

BUSINESS POLICY AND STRATEGIC MANAGEMENT

(Master of Business Administration)

Time : 3 Hours

Max. Marks : 60

Note: Answer All Sections of Questions.

All Questions from **SECTION-A** are to be answered at one place.

SECTION-A

6 × 2 = 12M

1. What is a corporate policy?
2. What do you mean by the term 'SWOT analysis'?
3. Define turnaround strategy.
4. Mention the entry and exit barriers of an industry.
5. Write a short note on influence of culture on strategy.
6. Define the term 'Strategic information system'.

SECTION-B

3 × 12 = 36M

1. a) Perform a SWOT analysis of the media and an entertainment industry.

OR

- b) Examine in detail, the various methods of evaluating a company's strategy.
2. a) How Porter's value chain analysis is useful in formulation of strategy at corporate, business and functional levels of an organization in its domestic and global operations – Discuss.

OR

- b) Describe the classification of diversification strategies.
3. a) Discuss in detail, the process of strategic evaluation and control.

OR

- b) Explain the process of strategic audit in detail.

SECTION-C

1 × 12 = 12M

CASE STUDY (Compulsory):

Hindustan Teleprinters Ltd., (HTL) was initially set up to manufacture electro-mechanical Teleprinters and associated accessories in technical collaboration with an Italian company by name Olivetti. But within few years, indigenization was completed. This is the only company in India, which was manufacturing Teleprinters and was supplying to the department of telecommunications. During the first ten years of operations, the company made reasonable profits, a built up fair amount of reserves and surplus. In thirties, the company looked for queues of diversification as the demand for Teleprinters had become stagnant. Export markets were not the answer as the electronic Teleprinters had already entered into the scene. The company had decided to go in for the manufacture of electric typewriters. It was to be an indigenous machine based on in-house research. The management hoped to sell it at a modest price of Rs.5, 000/-. But the project failed. In 2002, the entire market has changed and the other companies came with electronic typewriters and the HTL was not in a position to sell its products. In addition, the requirements for Teleprinters whether electro-mechanical or electronic has dwindled due to the introduction of fax machines on telephone lines and customers are not interested in telex machines.

Questions:

1. Comment on the company's strategic decision in going for electric typewriters.
2. Discuss the areas of strategic decision where the company has failed.
