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Code No: BA1914

GEC-R14

MBA III Semester Regular Examinations, November 2016

BUSINESS POLICY & 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 corporate social Responsibility?
2. Strategic dissonance.
3. Turn-around management.
4. Porter's model.
5. Strategic intent.
6. Value Chain Analysis.

SECTION-B

3 × 12 = 36M

1. A) In what way strategic planning is different from operational planning?

(OR)

- B) Do you agree with suggestion that soon all industries will need to evaluate Global Environment?

2. A) "The key to successful implementation of strategy is effective leadership."
Comment.

(OR)

- B) Discuss BCG Matrix with a diagram.

3. A) Tall structures increase Bureaucratic costs. Discuss with examples.

(OR)

- B) What is strategic audit and explain the steps in conducting strategic audit?

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 a few years, indigenization was completed. The company was 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 and built up a fair amount of reserves and surplus. In the thirties, the company looked for avenues 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 had 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 had 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.
