



DV-010-006204

Seat No. _____

**P.G. Diploma in Business Administration
(Sem. - II) (CBCS) Examination**

April / May – 2015

11204 : Business Strategy

Faculty Code : 010

Subject Code : 006204

Time : 3 Hours]

[Total Marks :70

Instruction : All the questions carry equal marks.

Q: 1 Define Strategic Management. Write about Nature and Important of Strategic Management in an organization

Q.2 Explain Vision, Mission and Objectives. Give example of each with reference to any organization

OR

Q.2 what do you understand by Social responsibility? Explain important of CSR and why it is necessary?

Q.3 Explain Value Chain Analysis with suitable example.

OR

Q.3 Write about SWOT analysis? Make SWOT analysis of any Industry/ Organization of your choice.

Q.4 Define Business Level Strategy and Corporate level strategy.

OR

Q.4 Explain Internal and External Environment of business, which affects to Strategic Management.

Q. 5 Write Short Note: (Any Two)

- 1) Porter's Five force Analysis Model
- 2) Process of Strategic Management
- 3) Competitive Advantage
- 4) Global Strategic Planning