

Assignment

Drive	SPRING 2014
Program	MBADS/ MBAFLEX/ MBAHCSN3/ MBAN2 – SEM 4 PGDBMN/ PGDENMN/ PGDFMN/ PGDHRMN/ PGDHSMN/ PGDIB/ PGDISMN/ PGDMMN/ PGDOMN/ PGDPMN/ PGDROMN/ PGDSCMN/ PGDTQMN – SEM 2
Subject code & name	MB0052 – Strategic Management and Business Policy
Book ID	B1699
Credit and Max. Marks	4 credits; 60 marks

Note: Answer all questions. Each question is followed by evaluation scheme.

Q. No	Questions	Marks	Total Marks
1	Define the term ‘strategy’. Explain the concept of ‘strategic window’.		
	Definition of strategy	3	10
	Explanation of the concept of strategic window	7	
2	The essence of business continuity is that businesses need to be planned not only for today, but also for tomorrow, that is, for the future. Write the meaning and importance of business continuity planning. Explain any two strategies for business continuity planning.		
	Meaning of business continuity planning	2	10
	Importance of business continuity planning.	3	
	Explanation of any 2 business continuity planning strategies	5	
3	Write a brief note on ‘Strategic Audit’.		
	Meaning of strategic audit	3	10
	Explanation of strategic audit	7	
4	Price or market competitiveness of a product or business depends on its cost competitiveness. Cost competitiveness implies two things: cost efficiency and cost effectiveness. Explain the concept of cost efficiency of an organization. Analyze the major factors of cost efficiency.		
	Introduction of cost efficiency	2	10
	Explanation of four major factors of cost efficiency	8	



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5	Write short notes on the following: (a) Divestment strategy (b) Liquidation strategy		
	Explanation of Divestment strategy	5	10
	Explanation of Liquidation strategy	5	
6	Describe the different approaches to business ethics.		
	List the four different approaches to business ethics	2	10
	Description of these four approaches to business ethics	8	