

TILAK MAHARASHTRA VIDYAPEETH, PUNE

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

EXAMINATION: MAY - 2025

SEMESTER - II

Sub.: Corporate Policies and Strategic Management (MBA24-202)

Date : 16/05/2025

Total Marks : 60

Time: 2.00pm to 4.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Concept of Business Policy
 2. Vision and Mission Statements
 3. PESTEL Analysis
 4. BCG Matrix
 5. Red Ocean and Blue Ocean Strategy
- Q. 2. Answer in detail (Any One) (10)**
1. Explain the strategic management process and its components.
 2. Differentiate between business policy and strategic management.
- Q. 3. Answer in detail (Any One) (10)**
1. Analyze the company's external environment using Michael Porter's Five Forces Model.
 2. Describe the generic competitive strategies .
- Q. 4. Answer in detail (Any One) (10)**
1. What are the major strategy options under grand strategy?
 2. Explain Balance score card .
- Q. 5. Case study (15)**
- A group of young entrepreneurs decides to start a sustainable clothing brand named *EcoThread*. They want to produce stylish, affordable clothing using **eco**-friendly materials like organic cotton and recycled fabrics. Their aim is not just to earn profit but also to raise awareness about environmental issues in the fashion industry and promote ethical labor practices.
- Questions :**
- 1: Define Strategic Vision and Mission for EcoThread. Provide examples.
 2. Define Goals and Objectives for EcoThread. Provide examples.
 - 3: Explain the role of Corporate Social Responsibility (CSR) in EcoThread's strategy