

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – May, 2021

Program: B. Com LLB (Taxation Laws)
Subject/Course: Business Policy & Strategic Management
Course Code: CLNL 3001

Semester: 4th
Max. Marks: 100
Duration: 3 Hours

SECTION A

1. Each question will carry 5 marks.

S.No	Questions	COs
1	What are the techniques of strategic control. Name them.	2
2	What is the role of a strategic leader. Explain in brief.	2
3	List the steps involved in the process of merger.	1
4	What are the steps in the process of strategic management. Name them.	3
5	A business policy must have certain specific features. Name them	1
6	What are the circumstances in which winding up takes place of a company.	3
SECTION B		
Each question will carry 10 marks.		
1	Explain the five forces of Michael Porter for examining competitive environment.	2
2	A mission statement should be complete in all respects. Explain the contents of mission statement.	3
3	What are the main components of a vision statement and how it is important for an organization.	1
4	Write short notes on a. Strategic leadership b. Resource allocation	2
5	Every business enterprise involves some functions for its successful operations. Explain the functional strategies adopted by a business unit.	1
SECTION C		
Each question will carry 20 marks.		
1	A arrangement in which two firms contribute equally to form a new venture or it is a short term partnership in which a transaction is undertaken jointly for mutual benefit. Name the concept involved in this statement and explain its features.	3