

ANDHRA UNIVERSITY
SCHOOL OF DISTANCE EDUCATION
MASTER OF BUSINESS ADMINISTRATION (Old Regulations)
II YEAR ASSIGNMENT QUESTION PAPER 2010-11

206 : BUSINESS POLICY AND STRATEGIC MANAGEMENT

Assignment No. 1

Answer All Questions:

5x5 =25 Marks

1. Discuss Corporate Policy and Planning in Indian Environment.
2. What are the environmental factors influencing the business?
3. What are the causes and consequences of corporate mergers and acquisitions?
4. Explain SWOT analysis of an organization in India.
5. Discuss strategies for companies in turbulent and high velocity markets

Assignment No. 2

Answer All Questions:

5x5 =25 Marks

1. "A sick organization can become a successful organization when the top management follows appropriate strategy"-Discuss.
2. Explain BCG matrix with reference to Indian organizations.
3. Discuss corporate turnaround management with reference to any organization.
4. Explain recent trends in Corporate Management of large organizations.
5. Discuss cost analysis and control of any organization for corporate success.