

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PGDM-HR & MMS-HR, (Batch 2018-20), Trim-IV

Subject: Business Policy

(End-Term Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 14th September 2019

Instructions

- Question 1 & 2 are compulsory & carry 18 Marks & 12 Marks respectively
- Please answer any 2 other questions from Questions 3 to 6, each of which carry 10 Marks.

Question 1 – Using the relevant diagrams, distinguish between any 6 of the following Pairs of terms & highlight separately the strategic significance of each of these 12 terms for a company

18

Marks

1. Resources and Businesses in the Triangle of Corporate Strategy
2. Substitution and Slack
3. Full Integration & Taper Integration
4. Dominant Business Corporation & Unrelated Business Corporation
5. Responsive Corporate Social Responsibility (CSR) & Strategic CSR.
6. Corporate Strategy & Competitive Strategy
7. Customer Perspective & Shareholder Perspective in the Balanced Score Card.

Question 2 – Explain briefly any 3 of the following terms & highlight separately the strategic significance of each of these 3 for a company:

12 Marks

1. Risk Reduction Rationale in Better off Test
2. Public Goods
3. Sharing Activities as a concept of Corporate Strategy
4. Strategic Outsourcing
5. Blue Ocean Strategy

Question 3

10 Marks

Distinguish between a Merger, an Acquisition and a Takeover.
Distinguish between Related Acquisition & Horizontal Acquisition.
Explain briefly the reasons for a company's Acquisition strategies & outline the challenges a company faces in implementing its Acquisition strategy.
State & explain briefly the prerequisites for a successful Acquisition strategy

Question 4
Marks

10

Define a company's Horizontal Scope.
State & Explain briefly the Tests a company should use for determining its Horizontal scope and the sequence in which these tests should be applied. WHY?
Explain in detail the Best Alternative Test.

Question 5

10 Marks

State & explain briefly the Objectives and Strategic Origins of a Company's HR Policies.
Outline any five HR Policy areas for a Company engaged in Marketing & Manufacturing it's products.
Highlight separately the necessity & relevance of each of the 5 HR policies chosen by you.

Question 6

10 Marks

State & explain briefly the 4 Grand Strategies of a company and outline the circumstances under which each of these Grand Strategies should be used by a company.
Distinguish between simultaneous & sequential Combination Strategies of a company.
Distinguish between Internal & External Retrenchment and outline separately the approaches a company could use for Internal Retrenchment and for External Retrenchment.

-----End of paper-----

