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Roll No.

BCH-601(ACCA)

**B. COM. (HONS.) (SIXTH SEMESTER)
END SEMESTER**

EXAMINATION, June, 2023

BUSINESS ANALYSIS

Time : Three Hours

Maximum Marks : 100

- Note :** (i) All questions are compulsory.
(ii) Answer any *two* sub-questions among (a), (b) and (c) in each main question.
(iii) Total marks in each main question are **twenty**.
(iv) Each sub-question carries 10 marks.
1. (a) Explain the fundamental importance of strategy and strategic decisions within different organizational contexts. (CO1)
(b) Discuss Johnson, Scholes and Whittington model of strategic management. (CO1)

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- (c) Apply Porter's Diamond to explore the influence of national competitiveness on the strategic position of an organization.(CO1)
- 2. (a) Recommend generic development directions using the Ansoff matrix. (CO2)
- (b) Assess the opportunities and potential problems of pursuing different organization strategies of product/market diversification from a national, multinational and global perspective.
(CO2)
- (c) Assess the suitability, feasibility and acceptability of different strategic options to an organization. (CO2)
- 3. (a) Discuss and evaluate the main organization and market models for delivering e-business. (CO3)
- (b) Evaluate and recommend ways to promote cyber security. (CO3)
- (c) Assess and advise on the adequacy of information technology and systems security controls within an organization.
(CO3)

(3)

- 4. (a) Describe big data and discuss the opportunities and threats big data presents to an organization. (CO4)
- (b) Identify and analyze relevant data for strategic decisions about new product developments, marketing and pricing.
(CO4)
- (c) Assess the importance of on-line branding in e-marketing and compare it with traditional branding. (CO4)
- 5. (a) Establish the role and responsibilities of the project manager and the project sponsor. (CO5)
- (b) Assess the importance of developing a project plan and its key elements. (CO5)
- (c) Discuss the benefits of a post-implementation and a post-project review.
(CO5)