

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

0	8	9	5
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Exam. Code :

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Bachelor of Business Administration 6th Sem.

(2042)

BUSINESS POLICY AND STRATEGY

Paper : BBA-321

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any **FOUR** parts each carrying 5 marks from Section A.

(2) Attempt any **TWO** questions each from Section B and Section C carrying **15** marks each.

SECTION—A

1. Attempt any **FOUR** parts :—

- (a) Write the nature of strategic management.
- (b) What do you mean by organizational vision ?
- (c) What is value chain analysis ?
- (d) Differentiate between strategic control and operational control.
- (e) What is conglomerate diversification ?
- (f) What are the advantages of BCG Matrix ?

SECTION—B

2. Write in detail the process of strategic management and also define its scope.
3. Define environmental analysis. Discuss the techniques of environmental scanning.
4. How balanced scorecard can be used as a tool of performance measurement ? Explain the four perspectives of balanced scorecard.
5. Write in detail about the various types of business level strategies.

SECTION—C

6. Discuss Porter's Five Forces Model.
7. Explain in detail Mckinsey's 7-S framework. How strategy can be related to performance ?
8. Explain the different types of strategic control techniques.
9. What factors should be considered for effective implementation of strategy ?