

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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Bachelor of Business Administration 6th Semester

(2053)

BUSINESS POLICY AND STRATEGY

Paper : BBA-321

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any 4 parts each carrying 5 marks from Section-A.

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

SECTION—A

1. Attempt any *four* parts :—

- (a) What is business environment ?
- (b) What is the nature of strategic management ?
- (c) What is growth strategy ?
- (d) Give the advantages of mission statement.
- (e) Define organizational appraisal.
- (f) What is value chain analysis ?

SECTION—B

2. Define Strategic Management. Discuss the importance of Strategic Management.
3. Explain the various techniques of Environmental Scanning.
4. Explain in detail about various types of Corporate Level Strategies.
5. Explain the concept of strategic intent. What is the need for establishing the objectives ? How objectives are different from goals ?

SECTION—C

6. Evaluate any industry of your choice under Porter Five Forces Model.
7. Explain GE Nine Cell model. What is the advantage of GE Nine Cell over the BCG matrix ?
8. Explain the process of strategic control. Also write the techniques of strategic evaluation.
9. Explain the process of strategic implementation. How strategic implementation is related to strategy formulation ?