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Bachelor of Business Administration
Sixth Semester
BBA-321: Business Policy and Strategy

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt four short answer type questions from Section-A. Attempt two questions each from Section B and C respectively.

x-x-x

Section – A

I. Write short notes on any four of the following:-

- a) Levels of strategy operation
- b) ETOP and QUEST
- c) Value chain analysis
- d) Mckinsey's 7 S framework
- e) Organizational structure and strategy
- f) Operational control

(4x5)

Section – B

- II. Why does strategic management of business become very important particularly for large corporations? Give your answer with some evidences. (15)
- III. Highlight the need and importance of environmental appraisal in strategic management process. Give your answer by taking evidences from recent business scenario. (15)
- IV. Write a detailed note on methods and techniques used for organizational appraisal. (15)
- V. Define mergers and acquisitions? Explain important strategic issues pertaining to mergers and acquisitions. (15)

Section – C

- VI. Elucidate porter's framework of competitive strategies. Highlight its relevance for present day businesses. (15)
- VII. Describe in detail important types of corporate level analysis. Also reveal their importance in present scenario. (15)
- VIII. What the important issues to be taken care for while strategy implementation. Explain in detail. (15)
- IX. Write a detail note on organizational systems and techniques of strategic evaluation. (15)

x-x-x