

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA303

Subject: Business Policy and Strategy

[BATCH 2021 TO 2023]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1. Write short note on the following (Attempt **any five**):

(5×5=25)

- (a) Strategic Planning and Strategic Management
- (b) ETOP a Diagnosis tool
- (c) McKinsey 7-S framework
- (d) Resource audit and strategic advantage analysis
- (e) Integration strategies and Retrenchment strategies
- (f) Internationalization and Digitalization
- (g) Objectives and Strategies

Q2. Discuss the evolution of business policy; also highlight its scope and importance with suitable examples. (12.5)

OR

Q3. Differentiate between Vision & Mission of business firm. How Vision and Mission statement of business firms are made? Illustrate Vision and Mission statement of any business. (12.5)

Q4. Why is environmental analysis necessary for strategy formulation? Discuss the functional area profile and resource development matrix. (12.5)

OR

Q5. "The value chain is an excellent framework by which strategic managers can determine the strengths and weaknesses of each activity vis-à-vis the firm's competitor's." Explain. (12.5)

Q6. What are the distinctive features of stability strategy? Briefly explain the variants of stability strategy. (12.5)

OR

Q7. Explain the advantages and pitfalls of diversification strategy. Also discuss different types of diversification strategy. (12.5)

Q8. Explain BCG growth share matrix and GE nine-cell matrix for portfolio analysis of organization. (12.5)

OR

Q9. Discuss the major challenges involved in the strategy implementation. (12.5)
