

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA-302

Subject: Business Policy & Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write short notes on the following:-
- (a) Stop Light and PIMS Model (5)
 - (b) Relationship between Leadership and Resource allocation' (5)
 - (c) Interrelationship of structure and strategy (5)
- Q2 What is strategic management process? Explain the various elements of the process with the help of a working model. (15)
- Q3 Define Mission? What are the characteristics of a good mission statement? Also discuss the issues in setting the mission statements.(15)
- Q4 What are the various techniques of environment scanning? What role does business environment play in strategic decision making? (15)
- Q5 (a) Trace the path taken from organizational resources and organizational behavior to the development of strategic advantage. (7)
- (b) What different approaches can be adopted by strategists to appraise their organizations? (8)
- Q6 What are the four alternative corporate-level strategies? Explain with the help of family tree of corporate strategies. (15)
- Q7 Select an industry of your choice. Identify Porter's five-forces of competition in that industry. Also prepare SWOT analysis of the leader of the above chosen industry. (15)
- Q8 What is BCG-Model? Discuss the salient features of this model. How does it help in taking important strategic decisions to an organization?(15)
