

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-308

Subject: Business Policy and Strategy

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Write short notes on **any two**:-
(a) Directional Policy Matrix
(b) Resource Deployment Matrix
(c) Value Chain Approach
- Q2 Explain Michael Porter's Five Forces Model of Competition with the help of suitable examples. How does it help in strategy formulation?
- Q3 Explain the utility of the following:-
(a) BCG Growth Matrix Strategy
(b) Contingency Strategy
- Q4 Describe the role of organizational structure in ensuring successful implementation of strategy.
- Q5 Differentiate between growth through concentric and conglomerate diversification strategies.
- Q6 What is resource audit? What problems are encountered during the resource audit?
- Q7 Briefly explain the various corporate level strategies with suitable examples.
- Q8 Critically explain the issues involved in the implementation of strategy at organizational level with relevant examples.
