

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA302

Subject: Business Policy & Strategy

BBA(MOM)302

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions.**

- Q1 (a) Discuss the meaning and importance of "Mission" and "Vision" in strategic management. (7.5)  
(b) Draft the mission for the following companies:- (7.5)  
(i) A private sector bank  
(ii) A privately managed B-school
- Q2 Explain the process of strategic formulation in detail, for a newly established organization in telecom sector. (15)
- Q3 (a) Discuss the Competitiveness of company with respect to company's price and cost through the concept of Value Chain. (7.5)  
(b) What is the meaning of "Strategic Advantages Profile"? what is its significance? (7.5)
- Q4 Write short notes on the following:- (5x3=15)  
(a) Porter's Five Forces Model  
(b) ETOP Analysis  
(c) Resource Deployment Matrix
- Q5 Examine the strategically relevant components of company's external and internal environment in detail. (15)
- Q6 Why implementation of strategies formed is important? What are the major issues involved in the implementation of a strategy? (15)
- Q7 Explain the BCG model of strategic choice. How this model is similar or different from a cell matrix or stop light strategy model? (15)
- Q8 (a) Describe the relationship between annual objectives and policies. (7.5)  
(b) Identify a long term objective and two supporting annual objectives for any organization that you are familiar with. (7.5)

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