

QUESTION BANK
B.B.A. VI Sem.
BUSINESS POLICY - 601
(Compulsory paper)

UNIT-I

1. Describe in detail the nature and objectives of business policy .
2. What is the importance of business policy ?
3. What are the levels of strategy made in business policy ?
4. Discuss various terms in business policy .
5. What is the purpose of making business policy ?

UNIT-II

1. What do you understand by strategic decision making ?
2. What is the nature of strategic decision making ?
3. What is the process of strategic decision making ?
4. Discuss the advantages of strategic decision making .
5. Give a detailed information about patterns of strategic behavior .

UNIT-III

1. What are the components of environmental appraisal ?
2. What do you mean by environmental scanning ?
3. What are the organization capability factors ?
4. What do you understand by SWOT analysis ?
5. What are the strategic alternatives ?

UNIT-IV

1. Write a detailed note on organizational design and change .
2. In structural implementation what are the structural considerations ?
3. In functional implementation what are the financial and marketing policies ?
4. In behavioural implementation what are leadership, personal values & business ethics ?
5. What do you understand by personnel plans and policy ?

UNIT-V

1. What do you understand by strategic control ?
2. What are the types of control ?
3. What is the process of Evaluation ?
4. What are the techniques of evaluation and control ?
5. What is the role of organization system ?

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