



End Term (Odd) Semester Examination December 2025

Roll no.....

Name of the Course and semester: B.com(H)

Name of the Paper: Business Analysis

Paper Code: BCH503 (ACCA)

Time: 3 hour

Maximum Marks: 100

Note:

- (i) All the questions are compulsory.
- (ii) Answer any two sub questions from a, b and c in each main question.
- (iii) Total marks for each question is 20 (twenty).
- (iv) Each sub-question carries 10 marks.

Q1. (2X10=20 Marks)

- a. Explain Porter's Generic Competitive Strategies and critically analyses how the emergence of Artificial Intelligence (AI) is reshaping the application and effectiveness of these strategies in contemporary business environments. (CO1)
- b. Examine the interrelationship between environmental analysis (PESTLE) and the strategic position of a business? Provide suitable examples. (CO1)
- c. "A firm's strategic position is determined by both external pressures and internal capabilities." Justify this statement with theoretical and practical insights. (CO1)

Q2. (2X10=20 Marks)

- a. Discuss alternative strategic directions using the Ansoff Matrix. Provide examples for each direction. (CO2)
- b. Discuss the key components of corporate strategy—resource allocation, organizational design, portfolio management, and strategic tradeoffs. How do these components collectively contribute to value creation and long-term competitive advantage within a diversified firm? (CO2)
- c. Assess the role of leadership and communication in enabling successful strategic action. (CO2)

Q3. (2X10=20 Marks)

- a. Explain the major methods of Business Process Improvement, outlining their core principles, methodological approaches, and relevance to enhancing organizational efficiency and performance. (CO3)
- b. Explain the fundamental principles of Information Technology and critically discuss how these principles support effective business analysis, organizational decision-making, and overall operational efficiency. (CO3)
- c. Discuss the key principles of e-business? (CO3)

Q4. (2X10=20 Marks)

- a. What techniques are used for monitoring and controlling projects? (CO4)
- b. What are the main phases of the project management life cycle? (CO4)



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- c. Critically distinguish between Project Management and Operations Management, highlighting their objectives, characteristics, and roles within an organization. (CO4)
- Q5. (2X10=20 Marks)
- a. Discuss the role of cost and management accounting in strategic planning and implementation, highlighting its importance in modern business organizations. (CO5)
- b. Critically examine the importance of job design and staff development in supporting strategic actions and enhancing organizational performance. (CO5)
- c. Critically examine the financial implications associated with making strategic choices and implementing strategic actions within modern business organizations. (CO5)