



Graphic Era
HILL UNIVERSITY

Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

GEHU/04M/9.1.3

Term Evaluation (Odd) Semester Examination September 2025

Roll no.....

Name of the Course and semester: B.COM (H) ACCA & V sem

Name of the Paper: BUSINESS ANALYSIS

Paper Code: BCH 503(ACCA)

Time: 1.5 Hour

Maximum Marks: 50

Note:

- (i) Answer all the questions by choosing any one of the sub questions.
- (ii) Each questions carries 10 marks

Ques 1 (10 Marks)

CO1

- (a) Explain the role of effective leadership and identify the key leadership traits effective in the successful formulation and implementation of strategy and change management.

Or

- (b) Explain in the context of strategic perspective professional skills and the types of professional skills.

Ques 2 (10 Marks)

CO1

- (a) Write short notes on:

- i. Levels of strategic planning.
- ii. JSW Model with the elements.

Or

- (b) Assess the implications of strategic drift of an organization with the help of diagram.

Ques 3 (10 Marks)

CO1

- (a) Assess the macro-environment of an organization using appropriate models such as PESTEL.

Or

- (b) Identify and evaluate the strengths and weaknesses of an organization and formulate an appropriate SWOT analysis.

Ques 4 (10 Marks)

CO2

- (a) Assess the opportunities and potential problems of pursuing different organization strategies of product/market diversification from a national, multinational and global perspective.

Or



Term Evaluation (Odd) Semester Examination September 2025

- (b) Discuss the capabilities required to sustain competitive advantage.

Ques 5 (10 Marks)

CO2

- (a) Apply the Boston Consulting Group (BCG) and public sector matrix portfolio models to assist organization in managing their organizational portfolios.

Or

- (b) Assess how internal development or business combinations, strategic alliances and partnering can be used to achieve business growth.