



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 question 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



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- (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.