

Roll No.

[2]

D-1816

**Bachelor of Business Administration
(Sixth Semester)**

EXAMINATION, May-June, 2020

BUSINESS POLICY AND STRATEGY

(127)

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Answer all the *five* questions. All questions carry equal marks.

1. Define Business Policy. Discuss the nature and objectives of business policy.

Or

What is strategic intent ? Discuss the hierarchy of strategic intent.

2. Discuss the importance of environmental analysis in strategic decision-making process. Discuss the key components of business environment.

Or

Write short notes on the following :

- (a) SWOT Analysis
- (b) Environmental Scanning

3. Explain different types of corporate level strategies. Explain the conditions under which these strategies are used. Give examples.

Or

“The process of strategic choice is essentially a decision-making process.” Comment upon the statement by highlighting the process of strategic choice.

4. Discuss the systematic process of strategy implementation. What is the importance of resource allocation in it ?

Or

Discuss the concept of social responsibility of business in India. State examples from current business scenario.

5. What is strategy evaluation ? Discuss the types of barriers that hinder the effectiveness of evaluation process. How these barriers can be resolved ?

Or

Discuss the various techniques used by a strategist for strategic and operational control.

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