

Paper Code: BBA4501
School of Management, BBD University
Program: BBA Sem: V
First Sessional Test Paper Odd Sem (2024-25)
Subject: Business Policy and Strategy
Time: 60 Minutes Max. Marks: 30

SECTION-A

(This section contains very short answer type questions)

Q. No. 1. Attempt *All parts* of the following: [5*1 = 5]

- a) What is Business Policy?
- b) Give one difference between business policy and strategy.
- c) What do you mean by Corporate Governance?
- d) What do you understand by Corporate strategy?
- e) Explain the term SWOT.

SECTION-B

Q.No.2. Attempt *any Two* of the following: [7.5*2 = 15]

- a) Briefly describe nature and importance of Business Policy?
- b) Discuss the features of Business Policy.
- c) Explain the importance of Corporate strategic planning in brief.
- d) What is a difference between strategic Planning of small business and Multinational?

SECTION-C

Q. No. 3. Attempt *any One* of the following: [10*1 = 10]

- a) Explain the various types of Business Policy.
- b) Describe the strategic planning process in brief.
- c) What is 7S framework? Explain in detail.