

Paper Code: BBA4501
School of Management, BBD University
Program: BBA Sem: Vth
Second 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) Explain the term vision statement.
- b) What do you understand by the term goal?
- c) What does the four quadrants in BCG stands for?
- d) Explain Leadership and culture.
- e) Explain the term Evaluation of alternatives.

SECTION-B

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

- a) Briefly explain the term Key Success Factors (KSF).
- b) Explain the various Multi Business Strategies in detail.
- c) With the help of a diagram explain Ansoff matrix.
- d) Explain the various steps for implementation of strategy through business function.

SECTION-C

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

- a) What do you understand by ETOP? Explain.
- b) Explain in detail how GE matrix helps in strategic decisions on a corporate level.
- c) Explain in detail the advantages of Strategic Advantage Profile (SAP).