

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD

Even Semester Examination (Online) June 2021

BBA [VI-Semester]

Subject Name: Business Policy and Strategy

MM: 75

Subject Code: BBA C-21

Time: 03Hours

Email Id of the Examiner: manpreetkaurkohli@jamiahamdard.ac.in

Email Id of the Assistant Superintendent of Exams: bba6thsemexaminationjune2021@gmail.com

Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Roll No- Full Name-Enrollment Number-Course-Semester-Subject Abbreviation(Example: 9334032-Rabia Shaheen-2017-334-032-BBA-VI-QTM)and students shall also mention the same in subject line of the email& his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Sanjay owns a stationary business. Since lockdown, his sales have reduced tremendously. He is looking forward for some strategic changes which he can bring in his venture so that his sales volume increase in future. Please suggest various strategies he can apply so that his sales volume increases.

Q2: Do the SWOT analysis of Zara. Try to be as descriptive as possible by giving relevant examples for all the four quadrants.

Q3: Explain Adhoc, Periodic and Continuous environmental scanning in detail. Anu runs a business of handmade greeting cards. Please suggest the best type of environmental scanning she should adopt for her business. Explain the reason for suggesting the same.

Q4: Raw pressary is a company which manufactures raw and fresh fruits and vegetable juices without any artificial flavors or chemicals. Explain what operations and manufacturing factors should be kept in mind while doing an audit of Raw pressary manufacturing unit.

Q5: Anuj has a startup of online library software. He is doing well in his business but now he thinks that his business is small and he is facing issues in processing huge orders. Amazon is interested in acquiring Anuj's company. Explain what are the advantages and disadvantages Anju will face if his company gets acquired by Amazon.