

Roll No.....

DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
BBA SEMESTER VI EXAMINATION, 2019
PAPER-BBA-C-21
BUSINESS POLICY AND STRATEGY

Duration: 3 Hours

Maximum Marks: 75

Section A: Attempt any Six questions out of the following two parts: (5 x 6 = 30)

A. Distinguish between:

1. Business Policy and Business Strategy
2. Long Range Planning and Strategic Planning
3. Horizontal Diversification and Vertical Diversification
4. Forward Integration and Backward Integration

B. Write short notes on:

5. SWOT Analysis
6. Forecasting
7. Functional Area Profiling and Resource Deployment Matrix
8. ETOP
9. Strategic Advantage Profile

Section B: Attempt any Three questions out of the following: (15 x 3 = 45)

1. Elucidate the Strategic Management Process in detail.
2. Explain BCG Matrix with diagram. Also, describe the Stop-Light Strategy Model. (10+5)
3. What is Value Chain Approach to Internal Analysis of a firm. Explain with the help of a diagram.
4. Briefly explain the Growth and Expansion strategy option available with the organizations
5. What do you mean by Environmental Scanning? What are its objectives? Also Comment on its importance. (5+5+5= 15)
6. Briefly explain the strategies and its types under two situations: (7.5+7.5=15)
 - a. When a company wants to stabilize its business.
 - b. When a company wants to shut down its operations.