

Department of Management
Semester Exam-2018
BBA V SEM

Paper Name: Business Policy and Strategy
Paper Code: BBA-C-21

Max Marks: 75
Time: 3 Hr.

Instructions:

Attempt both Sections

Section -A

Attempt any six short questions. Each question carries five marks

[5X6=30]

- Q-1. Strategic Mission
- Q-2. Strategic Intent
- Q-3. External Environment
- Q-4. SWOT Analysis
- Q-5. Vision statement
- Q-6. BCG Model
- Q-7. ETOP Diagnosis
- Q-8. Core Competencies
- Q-9. Ansoff's Growth Matrix

Section- B

Attempt any three long questions. Each question carries fifteen marks.

[15x3=45]

- Q-1. Define the concept of strategy and discuss the model of strategic management.
- Q-2. Explain the role of Porter's approach in industry analysis. Explain all five forces model with suitable examples
- Q-3 How does market focus help business to create competitive advantage? Explain by citing suitable examples.
- Q-4. How do conflict and policies affect formulation and implementation of generic competitive strategies?
- Q-5. Explain the process of strategic choice. What are the steps involved in the process of strategic choice?
- Q-6. What is the role of environmental analysis in strategy formation? Explain in details by citing some relevant examples.