Roll No. ________________

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BBA VI Sem / BBA-MBA-Integrated VI Sem Examination – July, 2023

Subject: Business Policy and Strategy **Subject Code: BBA-F-21/ BBA(I)-F-21**

Duration: 3 Hour **Max Marks: 75**

Section A - Short Answer (5X6=30)

Note: Attempt any Six Questions. All questions carry equal marks.

Q1. Discuss the importance of policy for any organization and how it is different from strategy?

Q2. Why is it important for the firms to keep their short-term and long-term planning instead of only a single plan?

Q3. According to Gerry Johnson and Kevan scholes "strategy determines the direction and scope of an organization over the long term" explain this definition in your own words.

Q4. Internal environment analysis is a critical aspect of environmental scanning. Provide a detailed internal analysis of a firm of your choice.

Q5. Identify various factors for developing the ETOP for any organization.

Q6. Elaborate the steps involved in Strategy Formulation in brief.

Q7. Tata Consumer Ltd tried yet failed to takeover Bisleri? Assuming that the takeover had been successful, draft a new Vision Statement and a new set of Mission Statements for Bisleri.

Q8. Coca Cola is a global brand and has a significant impact on the Indian consumers as well. Provide SWOT analysis of Coca Cola as per Indian market and consumers.

Q9. Differentiate between Diversification strategy and Retrenchment strategy in brief.

Section B-Long Answer *(15X3=45)*

Note: Attempt any Three Questions; All questions carry equal marks

Q1. Discuss the basic elements of Strategic Management Process. Describe each element for better decision making in an organisation.

Q2. Elaborate on the Porter's 5-Forces model. Provide a competitive environment analysis for FMCG industry.

Q3. Describe value chain analysis for a firm of your choice.

Q4. Considering the service provider in telecommunication industry (AirTel, Jio, V-I, etc), identify the brand you are associated with. Analyse the Strategic Position and evaluate the Action which the firm should adapt for itself.

Q5. Discuss the concept of BCG model and provide illustration from the smartphone industry.

Q6. Suggest the right set of strategies for Café Coffee Day using Stop Light (or G E Nine Cell model) along with appropriate justification.