Department of Management

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Examination: MBA-BBA Integrated VI Semester

Business Policy and Strategy (BBA (I) -C-21)

Time: 3hrs **Maximum Marks:75**

Please read all the instructions and questions carefully

Section A: Attempt any 6. Each question carries 5 marks (6x5=30)

Q.1 *"When you're dying of thirst, it's too late to start thinking about digging a well."* What do you understand by this statement?

Q.2 Explain the Stop Light Strategy Model in brief with examples.

Q.3 What is a joint venture? Explain the advantages and disadvantages of a joint venture with suitable examples.

Q.4 Explain the need and importance of Internal Analysis?

Q.5 What is forecasting? What are the features of forecasting? Explain with relevant examples.

Q.6 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.

Q.7 How can you differentiate between Vision & Mission of an organization?

Q.8 Explain the key factor approach to strategy formulation.

Q.9 Differentiate between Business Policy and Business Strategy of an organization with relevant examples.

Section B: Attempt any 3. Each question carries 15 marks (3x15=45)

Q.10 *"The strategic management process means defining the organization's strategy* "explain each process involved in Strategy Management.

Q.11 *"SWOT analysis can help your business identify what it's doing right and what needs to change in the organization* "explain each component of SWOT analysis.

Q.12 Explain the BCG Matrix in detail with examples of organizations which fit each quadrant.

Q.13 What is environmental scanning? What are the various methods of environmental scanning? Explain each method with its pros and cons.

Q.14 Explain the value chain approach to internal analysis. Give examples to support your argument.

Q.15 Explain all the framework we use for doing an Internal Analysis of an organization with proper industry example.