

(20623)
BBA- VI Sem.

Roll No.

18106

B.B.A. Examination, June-2023
STRATEGIC MANAGEMENT AND
BUSINESS POLICY
(BBA-601)
(New Course)

Time : 3 Hours]

[Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : This section contains five questions, *all questions will be compulsory*. There will be no internal choice. $5 \times 3 = 15$

1. Define environmental analysis.
2. What is business policy?
3. Discuss the model of strategic evaluation.
4. Define policy making.
5. What do you mean by strategic planning?

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Section-B

(Short Answer Questions)

Note : This section contains three questions, attempt any *two* questions. Each question carries 7.5 marks. $2 \times 7.5 = 15$

6. Discuss in detail Porter's five forces model of industry analysis with respect to any one of the following industries :
 - (a) Telecom service providers
 - (b) Two wheeler manufacturer
7. Elaborate the important steps involved in the strategic management process.
8. Elucidate the responsibilities of top management.

Section-C

(Descriptive Answer Questions)

Note : This sections contains five questions, attempt any *three* questions. Each question carries 15 marks. Answer must be descriptive. $3 \times 15 = 45$

9. Discuss in detail the mechanism of policy making.

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10. What SWOT analysis? Explain with the help of an example.
11. “Business policy courses are supposed to integrate the knowledge of different functional areas of management and to develop certain skills and attitude to make long-term strategic decisions”- Comment.
12. < Elaborate on synergy as a component of strategy and its relevance.
13. What are the benefits of the concepts of Strategy? What are its Pitfalls?