

D  
(20524)  
BBA-VI Sem.

(Printed Pages 3)  
Roll No. \_\_\_\_\_

**18106**

**B.B.A. Examination, May-2024**

**Strategic Management and**

**Business Policy**

**BBA-601**

**(New Course)**

*Time : Three Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section-A**

**(Very Short Answer Type Questions)**

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

1. What is meant by PEST?

- ~~2~~ Explain the concept of synergy.
- ~~3~~ Discuss corporate planning.
- ~~4~~ What is business policy?
- ~~5~~ What is the mechanism?

**Section-B**

**(Short Answer Type Questions)**

**Note :** This section contains **three** questions, attempt any **two** questions. Each question carries **7.5** marks.

$2 \times 7.5 = 15$

- ~~6~~ Define environmental analysis. Discuss components of a company's external environment.
- ~~7~~ Explain the process of strategies evaluation.
- ~~8~~ What is the classification of Top Management? Discuss its rationale in detail.

**P.T.O.**

**18106/2**

## Section-C

### (Long Answer Type Questions)

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

9. What are the benefits of the concept of strategy? What are its pitfalls.
10. What is SWOT analysis? Explain with the help of an example.
11. Discuss the nature of interrelation exist between the formulation and implementation of strategy.
12. Discuss the nature of business policy and how the business policy is develop?
13. What is divestment strategy? What approaches could be adopted to apply a divestment strategy?