

(i) Printed Pages : 2

Roll No.

(ii) Questions : 14

Sub. Code :

0	8	9	5
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Exam. Code :

0	0	2	6
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Bachelor of Business Administration 6th Semester

1059

BUSINESS POLICY AND STRATEGY

Paper-BBA-321

Time Allowed : Three Hours]

[Maximum Marks : 80

- Note :-**
- (i) **Section A :** Attempt any four questions. Each question carries 5 marks.
 - (ii) **Section B :** Attempt any two questions. Each question carries 15 marks.
 - (iii) **Section C :** Attempt any two questions. Each question carries 15 marks.

SECTION—A

1. What do you mean by value chain analysis ?
2. Define corporate restructuring.
3. Explain strategic decision making.
4. Write a note on BCG.
5. Discuss project and procedural issues in strategy implementation.
6. Write a short note on McKinsey's 7-S. 4×5=20

SECTION—B

7. What is strategic management process ? What steps are involved in it ?
8. State mission, vision and objectives of a company. What factors govern the objectives ?
9. What is environmental appraisal ? Explain the components of environment.
10. Explain stability, retrenchment and combination strategies.

2×15=30

SECTION—C

11. Explain the concept of “Strategic and Operational control.” Clearly distinguish them from one another.
12. What is resource allocation ? What are the approaches to resource allocation ?
13. Discuss corporate level analysis.
14. Explain in detail various business level strategies.

2×15=30