(i) Printed Pages : 2 Roll No. .....

(ii) Questions :9 Sub. Code: 0 8 9 5 Exam. Code: 0 0 2 6

Bachelor of Business Administration 6th Semester

(2053)

## BUSINESS POLICY AND STRATEGY

Paper: BBA-321

Time Allowed: Three Hours] [Maximum Marks: 80

- Note:— (1) Attempt any 4 parts each carrying 5 marks from Section-A.
  - (2) Attempt any 2 questions each from Section B and Section C carrying 15 marks each.

## SECTION—A

- 1. Attempt any four parts:
  - (a) What is business environment?
  - (b) What is the nature of strategic management?
  - (c) What is growth strategy?
  - (d) Give the advantages of mission statement.
  - (e) Define organizational appraisal.
  - (f) What is value chain analysis?

## SECTION-B

- Define Strategic Management. Discuss the importance of Strategic Management.
- 3. Explain the various techniques of Environmental Scanning.
- 4. Explain in detail about various types of Corporate Level Strategies.
- 5. Explain the concept of strategic intent. What is the need for establishing the objectives? How objectives are different from goals?

## SECTION—C

- Evaluate any industry of your choice under Porter Five Forces Model.
- 7. Explain GE Nine Cell model. What is the advantage of GE Nine Cell over the BCG matrix?
- Explain the process of strategic control. Also write the techniques
  of strategic evaluation.
- 9. Explain the process of strategic implementation. How strategic implementation is related to strategy formulation?