

(i) Printed Pages: 2

Roll No.

(ii) Questions : 9

Sub. Code :

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Exam. Code :

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**Bachelor of Business Administration 6th Semester
(2054)**

BUSINESS POLICY AND STRATEGY

Paper : BBA-321

Time Allowed : Three Hours] [Maximum Marks : 80

Note :—(1) Attempt any **FOUR** parts from Section A, each carrying 5 marks.

(2) Attempt any **TWO** questions each from Section B and Section C carrying 15 marks each.

SECTION—A

1. Attempt any **FOUR** parts :

(a) Write the nature of strategic management.

(b) What are core competencies ?

(c) What is value chain analysis ?

(d) Differentiate between strategic control and operational control.

(e) What is conglomerate diversification ?

(f) What are the advantages of BCG Matrix ?

SECTION—B

2. Write in detail the process of strategic management and also define the characteristics of strategic management.
3. Define environmental analysis. Discuss the techniques of environmental scanning.
4. Write notes on :
 - (a) Balanced Scorecard
 - (b) Key elements in setting mission statement.
5. Explain various growth strategies citing examples from corporate world.

SECTION—C

6. Discuss the Porter's five force model of industry analysis with suitable illustration.
7. Discuss the McKinsey's 7s framework for organizational analysis with an illustration.
8. Explain the different types of strategic evaluation techniques giving examples.
9. What do you mean by strategy implementation ? What are the important issues involved in it ?