

2061

Bachelor of Business Administration  
Sixth Semester  
BBA-321: Business Policy and Strategy

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt four short answer type questions from Section–A. Attempt two questions each from Section B and C respectively.

x-x-x

**Section – A**

- I. Attempt any four of the following:-
- a) Discuss the process of strategic analysis.
  - b) Define vision and mission of a firm.
  - c) What is meant by ETOP?
  - d) What do you understand by business level strategies?
  - e) Discuss BCG model.
  - f) Techniques of strategic control. (4x5)

**Section - B**

- II. Discuss two techniques of environmental analysis. (15)
- III. Discuss components of external environment of business. (15)
- IV. Discuss the concept of value chain analysis. (15)
- V. What are corporate level strategies? (15)

**Section - C**

- VI. Discuss few business level strategies. (15)
- VII. Discuss the major issues in the process of strategic implementation. (15)
- VIII. Discuss various strategic control measures. (15)
- IX. Evaluate various industry level strategic analyses. (15)

x-x-x