



RX-161100010601

Seat No. _____

B. B. A. (Sem. VI) (CBCS) Examination

March - 2019

Business Policy & Strategy

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

Instructions : (1) All questions are compulsory.
(2) Figures on right side indicates marks.

1 Define strategy. Discuss process of strategic management. 14

OR

1 Explain in detail characteristics of Corporate, Business and functional level strategic decisions. 14

2 What is mission statement ? Why mission statement is needed ? Discuss the difference between mission and vision. 14

OR

2 Write a note on following : 7+7

- (1) Peter Drucker's performance area.
- (2) Formulation of Mission statement.

3 What is environmental analysis ? Explain importance of external environmental analysis in formalation of business policy and strategy. 14

OR

3 Discuss in detail Porter's five force model. 14

4 Explain diversification and Integration strategies in detail. 14

OR

4 Discuss franchising and strategic alliance. 14

5 Write a note on following : (any two) 7+7

- (1) Strategic Gap Analysis
- (2) GE Model
- (3) Product Market evaluation matrix
- (4) Experience curve.