



JA-161100010601

Seat No. _____

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

August – 2019

Business Policy & Strategy

(New Course)

Time : **2.30** Hours]

[Total Marks : **70**

- Instructions :** (1) All Questions are compulsory.
(2) Figures to the Right indicate full marks of the questions.

1 Explain the meaning of Strategic Management. **14**
Discuss the Strategic Management process in detail.

OR

1 Discuss in detail the different levels of Strategic **14**
Management Decisions.

2 Explain the different steps involved to formulate mission **14**
statement.

OR

2 Explain Peter Drucker's key performance areas in **14**
mission statement.

3 Explain the External Environment Analysis of the **14**
company.

OR

3 Define the Specific Environment Analysis of the **14**
Business Organization.

4 Explain briefly the various types of growth strategies in **14**
business.

OR

- 4 Define the different type theory of Renewal Strategies. 14
- 5 Write Notes : (Any **Two**) 14
- (A) Strategic Analysis and Choice
 - (B) Boston Consulting Group (BCG)
 - (C) Strategic Gap Analysis
 - (D) Behavioral Consideration affecting choice of strategy
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