



BBK-161100010601 Seat No. _____

B. B. A. (Sem. VI) (CBCS) (WEF-2016) Examination

July - 2021

Business Policy & Strategy

(Old Course)

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

[Total Marks : 70

- 1 Define Strategy. Explain in detail features of Corporate and Business level strategies. 14
- 2 What is Strategic Management? Discuss Process of Strategic Management. 14
- 3 Explain difference between mission and vision. Which are the criteria for evaluating mission statement. 14
- 4 Write notes on following : 7+7
 - (1) Peter Drucker's Performance area.
 - (2) Benni's Core Problem.
- 5 What is Environmental Analysis? Why external environmental analysis is important in business strategy formulation? 14
- 6 Discuss Michel Proter's Five force model and Value chain Analysis. 14

- 7 Explain Growth Strategies and Diversification Strategies. 14
- 8 Discuss types of renewal strategies. 14
- 9 Write notes on the following : 7+7
(1) GE Model.
(2) Experience Curve.
- 10 Which are the Behavioural Considerations affecting Strategic Choice? 14
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