



DCI-161100010601 Seat No. _____

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

July - 2022

Business Policy & Strategy

(New Course)

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

[Total Marks : 70

1 Explain importance of Business Policy and Strategy. 14

OR

2 Explain the process of Strategic Management Process. 14

3 Write a detailed note on : "Formulation of a Mission Statement". 14

OR

4 Critically discuss the concept of Peter Drucker's Performance Area. 14

5 Briefly explain external environment and importance of its analysis for a company. 14

OR

6 Write a detailed note on competitive advantage and core competency. 14

7 Briefly explain integration as a strategy of growth. 14

OR

8 Write detailed notes on : 14

(i) Retrenchment strategy.

(ii) Turnaround strategy.

9 Critically explain BCG Model. 14

OR

10 Briefly explain GE (General Electric) model. 14