



DM-161100010601 Seat No. _____

B. B. A. (Sem. VI) (CBCS) (W.E.F. 2016) Examination

March - 2022

Business Policy & Strategy

(Business Policy & Strategy)

(Old Course)

Time : **2.30** Hours]

[Total Marks : **70**

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

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|-----------|--|-----|
| 1 | Define Strategy. Discuss Importance of Strategies.
Explain in detail features of Business level strategies. | 14 |
| OR | | |
| 1 | What is Strategic Management ? Discuss steps of
Strategic Management process. | 14 |
| 2 | Explain difference between mission and vision. Which
are the criteria for Evaluating mission statement ? | 14 |
| OR | | |
| 2 | Write note on following.
(1) Peter Drucker's Performance area
(2) Formulation of Mission statement. | 7+7 |
| 3 | What is Environmental Analysis ? Why environmental
analysis is important in business strategy formulation ? | 14 |
| OR | | |
| 3 | Discuss Michel Proter's Five force model. | 14 |
| 4 | Explain Stability strategies and Diversification Strategies. | 14 |
| OR | | |
| 4 | Discuss types of Growth strategies. | 14 |
| 5 | Write note on following (any two)
(1) GE Model
(2) Experience Curve
(3) Strategic Gap Analysis
(4) Life Cycle Portfolio Matrix | 7+7 |