



Seat No. \_\_\_\_\_

**H-161100010601**

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

**April - 2023**

**Business Policy and Strategy**

*(Old Course)*

Time :  $2\frac{1}{2}$  Hours / Total Marks : 70

**Instruction :**

- (1) All questions are compulsory.
- (2) Figures on right side indicate marks.

1 What is Strategic Management ? Discuss the process of strategic management in detail. 14

**OR**

1 Discus in detail the nature and significance of the Strategic Management. 14

2 What is Mission and Vision ? State the difference between Mission and Vision. 14

**OR**

2 Write a note on : 7+7  
(a) Important aspect of vision statement.  
(b) Peter Druker's performance area.

3 What is environmental Analysis ? State the importance of external environmental analysis in formulation of a business policy and strategy. 14

**OR**

3 Discuss in detail Porter's 5 force model. 14

4 Explain growth and diversification strategy in detail. 14

**OR**

4 Discuss franchising and Strategic Alliance. 14

5 Write a detailed note on BCG Matrix. 14

**OR**

5 Write a note on experience curve and Product Market Evaluation Matrix. 14

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