

END TERM EXAMINATION

SIXTH SEMESTER [BBA(G)/BBA(MOM)] MAY-JUNE 2014

Paper Code: BBA302

Subject: Business Policy and Strategy

BBA(MOM)302

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry 15 marks each.

- Q1 Distinguish between vision and mission statements. What are their importance in the strategic management process? Give examples of a few vision and mission statements.
- Q2 Explain structural analysis of competitive environment by taking an industry of your choice as an example.
- Q3 Identify and explain recent economic, social, political and technological trends that significantly affects Indian banks.
- Q4 How to do Strategic Advantage Analysis? Choosing any industry of your choice do Strategic Advantage profile to illustrate the Strengths and weaknesses of the Company in each functional area.
- Q5 Explain the concept of value-chain analysis. How can this be used to evolve a strategy for a firm? Illustrate.
- Q6 Explain the BCG model. What are its limitations? Is there a better approach to BCG model? Explain.
- Q7 Briefly discuss the major strategy options available to a firm. Explain them in brief with examples.
- Q8 Write short notes on **any two** of the following: **(7.5x2=15)**
- (a) Long-Range Planning
 - (b) ETOP
 - (c) Core competencies
 - (d) PIMS Model

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2015

Paper Code: BBA302

Subject: Business Policy & Strategy

BBA(MOM)302

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions.

- Q1 (a) Discuss the meaning and importance of "Mission" and "Vision" in strategic management. (7.5)
(b) Draft the mission for the following companies:- (7.5)
(i) A private sector bank
(ii) A privately managed B-school
- Q2 Explain the process of strategic formulation in detail, for a newly established organization in telecom sector. (15)
- Q3 (a) Discuss the Competitiveness of company with respect to company's price and cost through the concept of Value Chain. (7.5)
(b) What is the meaning of "Strategic Advantages Profile"? what is its significance? (7.5)
- Q4 Write short notes on the following:- (5x3=15)
(a) Porter's Five Forces Model
(b) ETOP Analysis
(c) Resource Deployment Matrix
- Q5 Examine the strategically relevant components of company's external and internal environment in detail. (15)
- Q6 Why implementation of strategies formed is important? What are the major issues involved in the implementation of a strategy? (15)
- Q7 Explain the BCG model of strategic choice. How this model is similar or different from a cell matrix or stop light strategy model? (15)
- Q8 (a) Describe the relationship between annual objectives and policies. (7.5)
(b) Identify a long term objective and two supporting annual objectives for any organization that you are familiar with. (7.5)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the evolution of Business Policy as a subject and highlight its scope and importance. Illustrate your answer with suitable examples.
- Q2 What are the various approaches to the environment scanning process? Explain giving suitable examples.
- Q3 Briefly explain the difference between vision and mission statements. With the help of a suitable example, outline the strategic management process for the formulation of a strategy.
- Q4 Explain ETOP as a diagnostic tool for environmental analysis. Give suitable examples.
- Q5 Briefly explain the process of conducting the resource audit for a firm. Illustrate your answer with suitable examples.
- Q6 Distinguish between BCG Model and the Directional Policy Matrix Model highlighting their advantages and disadvantages.
- Q7 Explain the Matrix and Profit Impact of Market Strategy (PIMS) Model for portfolio analysis. Give suitable examples.
- Q8 Write short notes on any two of the following:-
- (a) Corporate Capabilities
 - (b) Value Chain Analysis
 - (c) Porter's five forces model
 - (d) Major Issues in the Implementation of Strategy

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY- JUNE 2017

Paper Code: BBA-302

Subject: Business Policy & Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions.

- Q1 Write short notes on the following:-
- (a) Stop Light and PIMS Model (5)
 - (b) Relationship between Leadership and Resource allocation' (5)
 - (c) Interrelationship of structure and strategy (5)
- Q2 What is strategic management process? Explain the various elements of the process with the help of a working model. (15)
- Q3 Define Mission? What are the characteristics of a good mission statement? Also discuss the issues in setting the mission statements.(15)
- Q4 What are the various techniques of environment scanning? What role does business environment play in strategic decision making? (15)
- Q5 (a) Trace the path taken from organizational resources and organizational behavior to the development of strategic advantage. (7)
- (b) What different approaches can be adopted by strategists to appraise their organizations? (8)
- Q6 What are the four alternative corporate-level strategies? Explain with the help of family tree of corporate strategies. (15)
- Q7 Select an industry of your choice. Identify Porter's five-forces of competition in that industry. Also prepare SWOT analysis of the leader of the above chosen industry. (15)
- Q8 What is BCG-Model? Discuss the salient features of this model. How does it help in taking important strategic decisions to an organization?(15)

END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2018

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions including Q no.1 which is compulsory.

- Q1 Read the following case study and answer the questions that follow:
Nature Industries Limited is a leading Indian company manufacturing and marketing Snacks and Juices under the brand name "CHOICE" and "Tarang".
It has pan India Presence. The Company is planning to launch X brand of herbal tea bag in alliance with a Foreign Firm. Initially the company is planning to import herbal teabags followed by manufacturing it in India to take advantages of "Make in India" incentives.
Market Environment of Tea Bags: The marketing research study done on teabags shows the following insights:
- Tea is frequently served as hot beverage at work places.
 - There is a steady increase in Tea Bags consumption because it is convenient to use Tea Bags in Offices. Consumers drink, Plain, Flavored and herbal tea.
 - Consumers see herbal tea as a healthier option.
 - 77.2% Indians consume tea on a daily basis.
 - 40% of Tea consumers are from the northern region.
 - Brand A is the market leader with market share of 63 percent in Herbal Tea Segment.
- (a) Why is it essential to undertake Strategic Advantage Analysis before Nature Industries Limited enters into the new product market? What factors must be considered for Strategic Advantage Analysis? (8)
- (b) Why are the likely advantages that diversification strategy would bring to the company? (4)
- (c) What are the likely advantages that the strategic alliance would offer to Nature Industries Limited? (3)
- Q2 Write a short note on evolution of business policy. Differentiate between business policy and strategic management. (15)
- Q3 What do you understand by vision and mission? Describe the process for formulating a vision and mission by taking up the case of an automotive company. (15)
- Q4 Write a comprehensive note detailing the characteristics of different types of grand strategies. (15)
- Q5 Why do firms need to characterize and categorize Environmental factors? What are the approaches to the Environmental Scanning Process? (15)
- Q6 Identify and explain recent political, economic, social and technological trends that significantly affects Mobile Handset Industry in India. (15)
- Q7 Give a detailed account of various organizational structure options and their advantages and limitations in the context of new strategies implemented by Indian organizations in the internet economy. (15)
- Q8 Write short notes on:- (15)
- (a) Strategic Control
 - (b) Leadership issues in strategy implementation
 - (c) Core competencies

END TERM EXAMINATION

SIXTH SEMESTER [BBA] JULY 2023

Paper Code: BBA-308

Subject: Business Policy and Strategy

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Write short notes on **any two**:-
(a) Directional Policy Matrix
(b) Resource Deployment Matrix
(c) Value Chain Approach
- Q2 Explain Michael Porter's Five Forces Model of Competition with the help of suitable examples. How does it help in strategy formulation?
- Q3 Explain the utility of the following:-
(a) BCG Growth Matrix Strategy
(b) Contingency Strategy
- Q4 Describe the role of organizational structure in ensuring successful implementation of strategy.
- Q5 Differentiate between growth through concentric and conglomerate diversification strategies.
- Q6 What is resource audit? What problems are encountered during the resource audit?
- Q7 Briefly explain the various corporate level strategies with suitable examples.
- Q8 Critically explain the issues involved in the implementation of strategy at organizational level with relevant examples.
