

END TERM EXAMINATION

FIFTH SEMESTER [BBA] DECEMBER-2024

Paper Code: BBA303

Subject: Business Policy and Strategy

[BATCH 2021 TO 2023]

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1. Write short note on the following (Attempt **any five**): (5×5=25)
- (a) Strategic Planning and Strategic Management
 - (b) ETOP a Diagnosis tool
 - (c) McKinsey 7-S framework
 - (d) Resource audit and strategic advantage analysis
 - (e) Integration strategies and Retrenchment strategies
 - (f) Internationalization and Digitalization
 - (g) Objectives and Strategies
- Q2. Discuss the evolution of business policy; also highlight its scope and importance with suitable examples. (12.5)
- OR**
- Q3. Differentiate between Vision & Mission of business firm. How Vision and Mission statement of business firms are made? Illustrate Vision and Mission statement of any business. (12.5)
- Q4. Why is environmental analysis necessary for strategy formulation? Discuss the functional area profile and resource development matrix. (12.5)
- OR**
- Q5. "The value chain is an excellent framework by which strategic managers can determine the strengths and weaknesses of each activity vis-à-vis the firm's competitor's." Explain. (12.5)
- Q6. What are the distinctive features of stability strategy? Briefly explain the variants of stability strategy. (12.5)
- OR**
- Q7. Explain the advantages and pitfalls of diversification strategy. Also discuss different types of diversification strategy. (12.5)
- Q8. Explain BCG growth share matrix and GE nine-cell matrix for portfolio analysis of organization. (12.5)
- OR**
- Q9. Discuss the major challenges involved in the strategy implementation. (12.5)
