

Question Paper Code : 1749

B.B.A. (Semester-VI) Examination, 2018

BUSINESS POLICY

[BBA-601]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**, **Question No. 1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Write short notes on the following : [3x10 = 30]
- (a) Characteristics of a vision statement
 - (b) Concept of stretch and fit
 - (c) Difference between Corporate and Business level strategies
 - (d) Importance of SWOT analysis
 - (e) Advantages of differentiation strategy
 - (f) What is a profit strategy ?

- (g) Differentiate between market development and market penetration
- (h) What is the relationship between Structure and Strategy ?
- (i) What is a turnaround strategy ?
- (j) Concept of VRID analysis.

UNIT-I

- 2. Define strategy and its characteristics. Why is it so crucial for business in today's highly competitive scenario ?[10]
- 3. Write an elaborate note on the process of strategic planning. [10]

UNIT-II

- 4. Discuss Abell's business definition with the help of a relevant example. [10]
- 5. Define objectives and write its characteristics. Explain the issues faced in the process of objective setting.[10]

UNIT-III

- 6. Why is the assessment of environment important ? Discuss a few examples as to how the various environmental factors affect a strategy. [10]

- 7. What is organizational appraisal ? Discuss the key factor rating method in detail. [10]

UNIT-IV

- 8. What is an expansion strategy ? Explain any two expansion strategies of your choice. [10]
- 9. What is a strategic choice ? Describe the various steps involved in its process and shed light on the selection factors that affect it, specially the subjective factors. [10]

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