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(20516)

BBA-VI Sem.

Roll No. ....

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B.B.A. Examination, May 2016

STRATEGIC MANAGEMENT AND

BUSINESS POLICY

(BBA-602)

(New)

Time : Three Hours]   *[Maximum Marks : 75*

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions of this Section. Each question carries 3 marks. Very short answer is required not exceeding 75 words.   3×5=15

1. Explain the concept of Synergy.

2. What do you mean by policy making in business.

3. Define objective in business terminology.

4. Briefly outline corporate strategy.

5. Outline the concept of strategic planning.

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any *two* questions. Each question carries 7½ marks. Short answer is required.   7½×2=15

6. Explain nature and importance of business policy.

7. Explain the concept of strategy evaluation.

8. Explain types of objectives and their overall hierarchy.

Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks. Answer is required in detail.   15×3=45

9. Explain business policy and its mechanism. Can

18068

you outline the policies with respect to any of the MNC organisation of your choice.

10. Explain in detail setting of objectives and the key areas involved in setting of objectives.

11. Explain what do you understand by the concept of long term planning and strategic planning.

12. Explain the concept, process and factors effecting strategy formulation.

13. Bring a note in detail explaining different types of synergy along with evaluation of synergy.