

(Printed Pages 3)

(20518)

Roll No.

BBA-VI Sem.

18068

B.B.A. Examination, May 2018

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)

Note : Attempt all the five questions of this Section. Each question carries 3 marks. Very Short answer is required not exceeding 75 words. $3 \times 5 = 15$

P.T.O.

1. Explain the meaning of Business Policy.
2. What are short-run objectives of a business?
3. What do you mean by Strategic Planning?
4. What do you mean by Strategy Evaluation?
5. Explain the meaning of Synergy.

Section-B

(Short Answer Questions)

Note : This section contains three questions, attempt any two questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

$7.5 \times 2 = 15$

6. Explain in detail about components and importance of Corporate Strategy.
7. Explain in detail about Evaluation of Synergy.
8. What do you mean by Long term Planning? Explain.

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Section-C

(Detailed Answer Questions)

Note : This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail. $15 \times 3 = 45$

9. Write a note on Development and classification of Business Policy.
10. Write a note on Responsibilities and tasks of Top Management.
11. Explain the process of Strategic Planning.
12. Explain the process of Strategy Evaluation.
13. Explain in detail about different type of Synergies.