

B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019
SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : Tuesday
Date : 30/04/2019

S-2019-1981

Time : 10.00 AM TO 01.00 PM
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SAME** answer books.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION – I

- Q.1** Explain the components of strategic management process. [15]
- Q.2** Explain the significance of Corporate Governance with suitable examples. [15]
- Q.3** Describe Michael Porter's Five Forces Model. [15]
- Q.4** Explain BCG matrix with suitable examples. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Goals
 - b) Identification of Distinct Competencies
 - c) Importance of Strategic Management
 - d) Strategic Implementation

SECTION – II

- Q.6** Describe the different growth / expansion strategies. [20]
- Q.7** Explain the different types of control used in Strategic Management. [20]
- Q.8** "To achieve competitive advantage in business 'strategic management' is inevitable". Comment. [20]

* * * *
