

S.D.E.

B.B.A. (2006 Course) Sem-VI : SUMMER - 2019
SUBJECT: BUSINESS POLICY & STRATEGY

Day : Friday
Date : 03/05/2019

S-2019-4929

Time 10.00 AM TO 1.00 PM
Max. Marks : 80

N.B.

- 1) Attempt **ANY FIVE** questions from Section- I. Each question contains **10** marks.
 - 2) Attempt **ANY TWO** questions from Section- II. Each question contains **15** marks.
 - 3) Answer to the both Sections should be written on the **SAME** answer book.
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SECTION - I

- Q.1** Elaborately highlight various steps involved in Strategic Management Process. (10)
- Q.2** How would you design strategic control systems for an organization of your choice? (10)
- Q.3** Illustrate the Porter's Five Force Model to analyze competitive forces in an industrial environment. (10)
- Q.4** Define Vision and Mission and give examples for each of these terms. (10)
- Q.5** Compare and contrast SWOT Analysis and Portfolio Analysis. (10)
- Q.6** Write Short Note on **ANY TWO**:- (10)
- a) Competitive Advantage
 - b) Blue Ocean Strategy
 - c) Benchmarking

SECTION – II

- Q.7** Explain new business models and strategies for Internet Economy. (15)
- Q.8** Explain what are measures at the enterprise level, which are essential for successful absorption of technology in India, at present? (15)
- Q.9** As a corporate planner of a large Scale MNC Unit, how would you analyze the environment for the different units of the MNC located at different places and in different countries? (15)