

B.B.A. (2010 COURSE) SEM- VI : SUMMER - 2018
SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : **saturday** **S-2018-1679** Time : **10.00 AM TO 01.00 PM**
Date : **28/04/2018** Max. Marks : 70

N.B.:

- 1) **Q.No.1** is **COMPULSORY**.
 - 2) Attempt **ANY FOUR** questions from **Q.No.2** to **Q.No.7**.
 - 3) Figures to the right indicate **FULL** marks.
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- Q.1** What is strategic evaluation and control? What are some of the techniques of strategic evaluation and control? **[14]**
- Q.2** Explain the concept of Corporate Philosophy and Corporate Culture. What is their significance to a business organization? **[14]**
- Q.3** What is industry analysis? What are the important factors based on which firms conduct an industry analysis? **[14]**
- Q.4** Explain any method to evaluate and choose business strategies. **[14]**
- Q.5** Explain any two business level strategies with suitable examples. **[14]**
- Q.6** Discuss in detail the benefits of strategic management to a business organization. **[14]**
- Q.7** Write short notes on **ANY TWO** of the following: **[14]**
- a) Mission Statement
 - b) SWOT Analysis
 - c) Importance of organizational structure for implementation of strategy

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