

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : **Saturday**
Date : **28/04/2018**

S-2018-1627

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 **SEPARATE** answer books.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** Explain the objectives of strategic management with suitable examples. **[15]**
- Q.2** Explain the role of corporate culture in organizational growth. **[15]**
- Q.3** Describe the process of identification of opportunities with examples. **[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) SWOT Analysis
 - c) Benefits of Strategic Management
 - d) Strategic Implementation

SECTION – II

- Q.6** Describe the stability strategies with examples. **[20]**
- Q.7** What do you understand by strategic evaluation and control? Explain with examples. **[20]**
- Q.8** “To survive in competitive corporate scenario strategic approach must be followed”. Do you agree? Justify your answer. **[20]**

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