

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : SUMMER - 2018

SUBJECT: BUSINESS POLICY AND STRATEGY

Day: **Wednesday**
Date: **30/05/2018**

S-2018-4325

Time: **10.00 AM TO 1.00 PM**
Max. Marks: 80

N.B.:

- 1) Attempt any **FIVE** questions from Section -I. Each question carries **10** marks.
- 2) Attempt any **TWO** questions from Section -II. Each question carries **15** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer books

SECTION-I

- Q.1** What are the important steps involved in strategic management process? Explain with suitable examples.
- Q.2** What is internal environment? What components of internal environment should be scanned for identifying Strengths and Weaknesses for the organisation?
- Q.3** Explain the role of operational evaluation in strategic management. Critically evaluate the techniques of operational control.
- Q.4** Structural reorganization is continuous process for rapidly growing organisation. What structural alternatives could be considered while implementing strategy by multi product, multinational company?
- Q.5** What factors are considered in BCG model in analyzing strategy alternative? Explain the possible strategy alternative by taking into account the industry growth and relative market share.
- Q.6** What is functional level strategy? How it is implemented at functional level in Marketing? Explain with suitable example practiced by Indian companies.

SECTION-II

- Q.7** An Indian Automobile company is planning to go global. Illustrate the desired and suitable organisational structure to become a global automobile company.
- Q.8** Explain the environmental factors to be considered by companies like WALMART before working out entry strategy for India.
- Q.9** Furnish a SWOT Analysis for Bharat Sanchar Nigam Ltd. (BSNL) and suggest suitable marketing strategy for BSNL.

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