

**S.D.E.**  
**B.B.A. (2006 Course) Sem-VI : WINTER - 2018**  
**SUBJECT: BUSINESS POLICY & STRATEGY**

Day : Thursday  
Date : 29/11/2018

**W-2018-4482**

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 **SAPARATE** answer book.
- 

**SECTION - I**

- Q.1** State the concept of Strategic Management and explain various approaches for strategic decision making. (10)
- Q.2** Briefly discuss various issues in strategic implementation. (10)
- Q.3** What is Portfolio Analysis? Explain the components of portfolio analysis. (10)
- Q.4** What are the Three Forms of Diversification? State the means and methodology of diversification. (10)
- Q.5** Describe the steps in designing an effective control system. (10)
- Q.6** Write short note on **ANY TWO:-** (10)
- a) Value chain analysis
  - b) Levels of Strategy
  - c) SWOT analysis

**SECTION - II**

- Q.7** What are the impacts of constraints on Strategic Management that are peculiar to non- profit organization? (15)
- Q.8** What are the advantages and disadvantages of being a first mover in an Industry? Cite few examples of first mover and later mover firms, on their success or otherwise. (15)
- Q.9** “It is very difficult to implement Corporate Governance in Indian Business Environment” Critically analysis this statement. (15)