

B.B.A. (2010 COURSE) SEM- VI : WINTER - 2017
SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : **Saturday**
Date : **11/11/2017**

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 70

W-2017-1587

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** Distinguish between Vision and Mission Statements. Why are they important to a business firm? **[14]**
- Q.2** What is Strategic Management? Discuss in detail the strategic management process. **[14]**
- Q.3** Discuss Porter's five forces model with suitable examples. **[14]**
- Q.4** Explain the importance of Strategic Analysis and choice in evaluating various alternatives of business strategy. **[14]**
- Q.5** Explain any two corporate level strategies with suitable examples. **[14]**
- Q.6** What is strategic control? Discuss different types of strategic control. **[14]**
- Q.7** Write short notes on **ANY TWO** of the following: **[14]**
- a) Corporate Governance
 - b) BCG Matrix
 - c) Identification of distinct competencies

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