

S.D.E.

B.B.A. (2006 COURSE) SEM-VI : WINTER - 2017
SUBJECT: BUSINESS POLICY AND STRATEGY

Day: **Wednesday**
Date: **13/12/2017**

W-2017-4134

Time: **02.30 PM TO 05.00 PM**
Max. Marks: 80

N.B.:

- 1) Attempt any **THREE** questions from Section -I. Each question carries **16** marks.
 - 2) Attempt any **TWO** questions from Section -II. Each question carries **16** marks.
 - 3) Answer to both the **SECTION** should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** Discuss the elements of strategic management process.
- Q.2** Explain the significance of Vision and Mission statement in Strategic Management.
- Q.3** As a Chief Executive of Consumer Product company, carry out SWOT analysis. Imagine you as CEO of any Consumer Product company operating in India for justifying your analysis.
- Q.4** Write in brief the broad components of strategy implementation.
- Q.5** Furnish a SWOT analysis for LIC with reference to the competition in Insurance Sector in India.

SECTION-II

- Q.6** It was said that "For thousands of Indians Nokia was to handsets, what Maruti was to cars and Colgate was to toothpaste. However, currently Nokia's share in the Indian Market has come down to 27% as a student of strategic management. Suggest suitable strategy for Nokia to regain its market leadership in India.
- Q.7** Analyze the Michael Porters' Five Forces Model for Indian Automobile Industry.
- Q.8** Explain strategic reasons for the Fast Moving Consumer Goods (FMCG) companies focusing on the Rural areas in India in recent times.

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