

CDOE
BACHELOR OF BUSINESS ADMINISTRATION (2006 COURSE)
B.B.A. Sem-VI : WINTER :- 2021
SUBJECT: BUSINESS POLICY & STRATEGY

Day : Monday
Date 28-02-2022

W-5408-2021

Time : 02:00 PM-05:00 PM
Max. Marks: 80

N.B.:

- 1)** Attempt **ANY FIVE** questions
 - 2)** Figures to the right indicate **FULL** marks.
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- Q.1** What is Strategic Management? Why it is a must in the present environment? **[16]**
- Q.2** Explain step by step various component of strategic management process. **[16]**
- Q.3** What are the various issues which have to be included under Corporate Governance? **[16]**
- Q.4** Explain as to how an organization, can identify opportunities and threats and how it can explore the identified opportunities and overcome the likely threats? **[16]**
- Q.5** Explain with examples of various corporate strategies presently adopted by organizations in India. **[16]**
- Q.6** What are the techniques for strategic evaluation and control? **[16]**
- Q.7** Write short note on **ANY TWO** of the following: **[16]**
- a)** Five Forces Model
 - b)** Vision and Mission
 - c)** BCG matrix

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