

**BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)**  
**B.B.A. Sem-VI : WINTER : 2021**  
**SUBJECT: BUSINESS POLICY & STRATEGIC MANAGEMENT**

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**Day :** Tuesday  
**Date :** 11-01-2022

**W-13901-2021**

**Time :** 02:00 PM-05:00 PM  
**Max. Marks:** 100

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**N.B.:**

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
  - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
  - 3) Answers to Both the sections to be written in SEPARATE answer books.
  - 4) Draw a labeled diagram WHEREVER necessary.
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**SECTION - I**

- Q.1) Answer the following: (15 Marks X 1 = 15 Marks)  
Explain in detail benefits of strategic management with suitable examples.
- Q.2) Answer the following: (15 Marks X 1 = 15 Marks)  
Describe Objectives and Goals of business with appropriate examples.
- Q.3) Answer the following: (15 Marks X 1 = 15 Marks)  
Carry out SWOT analysis for company of your choice.
- Q.4) Answer the following: (15 Marks X 1 = 15 Marks)  
Explain in detail how Strategic Analysis is being carried out with examples.
- Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)
- a) Corporate Philosophy
  - b) BCG Matrix
  - c) Types of Control
  - d) Industry Analysis

**SECTION - II**

- Q.6) Answer the following: (20 Marks X 1 = 20 Marks)  
Describe in detail foundations of Business Strategies with appropriate examples.
- Q.7) Answer the following: (20 Marks X 1 = 20 Marks)  
Describe different techniques of strategic evaluation and control.
- Q.8) Answer the following: (20 Marks X 1 = 20 Marks)  
“A good strategy decides growth of the company”. Do you agree? Justify your answer with illustrations.

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