

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-VI :SUMMER- 2022
SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : Tuesday
Date : 14-06-2022

S-13901-2022

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

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION – I

- Q.1** Explain various benefits of Strategic Management for an organisation with suitable examples. **(15)**
- Q.2** Explain in detail Corporate Governance with respect to Indian Corporate Sector. **(15)**
- Q.3** Carry out SWOT Analysis for company of your choice. **(15)**
- Q.4** Describe BCG Matrix in detail with appropriate example. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- i) Business Level Strategy
 - ii) Corporate Culture
 - iii) Competitive Analysis
 - iv) Goals

SECTION - II

- Q.6** Describe in detail Growth Strategy with relevant examples. **(20)**
- Q.7** Discuss Strategic Evaluation and Control techniques. **(20)**
- Q.8** ‘To boost organisational growth, Strategy Formulation and its Implementation plays a crucial role.’ Discuss with appropriate examples. **(20)**

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