

.....
BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)

B.B.A. Sem-VI : WINTER- 2022

SUBJECT : BUSINESS POLICY & STRATEGIC MANAGEMENT

Day : Saturday

Time : 02:00 PM-05:00 PM

Date : 24-12-2022

W-13901-2022

Max. Marks : **100**

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.
-

SECTION - I

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

Explain strategic management process with suitable examples.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

Explain in detail corporate culture with suitable examples.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

Explain in detail Porter's Five Forces Model.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

Describe BCG matrix with suitable illustrations.

Q.5) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) SWOT Analysis
- b) Mission
- c) Types of control
- d) Goals

SECTION - II

Q.6) Answer the following: (20 Marks X 1 = 20 Marks)

Describe different types of business strategies with suitable examples.

Q.7) Answer the following: (20 Marks X 1 = 20 Marks)

What do you understand by strategic evaluation and control? Explain with examples.

Q.8) Answer the following: (20 Marks X 1 = 20 Marks)

"The business existence and survival majorly depends on effective strategies". Comment.
