



P-161100010601

Seat No. _____

B. B. A. (Sem. VI) (CBCS) Examination

March / April – 2020

Business Policy & Strategy

(New Course)

Time : $2\frac{1}{2}$ Hours]

[Total Marks : 70

- 1 What is strategic management ? Explain strategic management process with suitable examples. 14

OR

- 1 Explain Nature and Importance of strategic management. 14
- 2 Define : Vision. Explain important aspects of vision statement. 14

OR

- 2 What is mission statement ? Describe difference between mission statement and vision statement. 14
- 3 Explain Environmental Impact on organization's policy and strategy. 14

OR

- 3 Describe analysis of Remote Environment. 14
- 4 Explain types of Renewal Strategies. 14

OR

- 4 Describe concentrated growth strategy as one of the growth strategies. 14

- 5 Explain GE matrix – A method of portfolio analysis. 14

OR

- 5 Describe behavioural consideration affecting choice of strategy. 14