

Roll No.

E-1931

**Bachelor of Business Administration
(Sixth Semester)
EXAMINATION, May-June, 2021**

**BUSINESS POLICY AND STRATEGY
(127)**

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

Note : Answer all the *five* questions. Each question carries equal marks.

1. Define Business Policy. Discuss its nature and objectives.

Or

Discuss the elements of hierarchy of strategic intent. Identify their role in the process of strategic management.

2. Discuss the concept of environmental analysis in strategic management. Also highlight the importance of it in strategic decision making.

Or

What is SWOT Analysis ? Explain each element of SWOT analysis with suitable examples, keeping in mind the present scenario of the business world.

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3. Define corporate level strategy. Discuss the four alternative type of corporate-level-strategies. Also specify the conditions under which each of this strategy is adopted.

Or

Explain Porter's Model of generic business strategies. Discuss the conditions under which each strategy is implemented.

4. What is strategic implementation ? Discuss the model of strategy implementation representing major themes involved in it.

Or

Discuss the concept of social responsibility of business. Explain advantages and disadvantages of it. What are the driving forces behind it ?

5. Discuss the nature and importance of strategic evaluation and control.

Or

Write short notes on any *two* of the following :

- (i) Barriers in evaluation process
- (ii) Techniques of operational control
- (iii) Role of information system in strategic evaluation

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