

Roll No.

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**Bachelor of Business Administration
(Sixth Semester)
EXAMINATION, MAY-JUNE, 2022
BUSINESS POLICY AND STRATEGY
(127)**

Time : Three Hours]

[Maximum Marks : 90

[Minimum Pass Marks : 32

1. Define Business policy. Discuss the nature and objective of Business Policy.

OR

Describe the essential characteristic of a mission statement. In what different ways can a mission statement be formulated?

2. What is the concept of Environment in Strategic Management? Describe the different aspect of environmental scanning necessary for identifying opportunities and threats in a company's environment.

OR

P.T.O.

[2]

What is the rationale behind performing a SWOT analysis? Enumerate the pitfall of using the SWOT analysis indiscriminately.

3. Provide reasons as to why this corporate-level strategy is adopted.
- (A) Stability
 - (B) Expansion
 - (C) Retrenchment
 - (D) Combination

OR

Describe the reasons why related and unrelated diversification is adopted. What are the risks involved in diversification?

4. Define strategy implementation. Discuss the process of strategy implementation.

OR

Describe the social responsibility of business along with business ethics.

5. Discuss the steps for evaluation of strategy and content.

OR

Write notes on any two:

- (i) Strategic Intent
- (ii) Strategic Control
- (iii) Operational Control

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