

Code No: 12797

FACULTY OF MANAGEMENT
BBA VI-Semester (CBCS) Examination, September/October 2020

Subject: Business Policy and Strategy
Paper-BB-603

Time : 2 Hours

PART – A

Max. Marks : 80

Note: Answer any four questions.

(4x5=20 Marks)

- 1 Corporate Planning
- 2 Strategic Intent
- 3 Demographic Environment
- 4 Industry Analysis
- 5 Tailoring Specific Strategy
- 6 Business Crisis
- 7 Integrated Strategy
- 8 SMART



PART – B

Note: Answer any four questions.

(4x15=60 Marks)

- 9 Explain the objectives of strategic management.
- 10 Write the stages involved in strategy decision making.
- 11 Explain the components of external business environment.
- 12 Explain the process of industry competency analysis.
- 13 Explain the advantages of competitive analysis.
- 14 Write the business strategies of industry leaders.
- 15 Write the various business growth strategies.
- 16 Write the drivers of outsourcing strategy.
- 17 Explain the strategy formulation, implementation evaluation and control.
- 18 Write the need for redesign of organizational structure for business growth. Discuss.
