

A (Printed Pages 3)  
(20620) Roll No. ....  
BBA-VI Sem.

**18068 (CV)**

**B.B.A. VI<sup>th</sup> Semester Examination,  
June-2020**

**STRATEGIC MANAGEMENT AND  
BUSINESS POLICY  
(BBA-602)**

*Time : Two Hours ] [Maximum Marks : 75*

**Note :** Attempt **all** the sections as per instructions.

**Section - A**

**(Very Short Answer Type Questions)**

**Note :** Attempt **any four** questions.  
Each question carries 3.75 marks.  
Very short answer is required not exceeding 75 words.  $3.75 \times 4 = 15$

1. What is Mechanism?
2. Draw a model of strategic evaluation process.

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3. What is environmental analysis?
4. What is Core Competence? What are its attributes?
5. What is Hierarchy?

**Section - B**

**(Short Answer Type Questions)**

**Note :** Attempt any **one** question out of the following three questions. Each question carries 15 marks. Short answer is required not exceeding 200 words.  $1 \times 15 = 15$

6. What is competitive environment? Explain Model of Competitive forces.
7. What are the classification of Top Management? Explain its rationale in details.
8. What do you mean by strategic evaluation and control? Why it is essential?

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## Section - C

### (Long Answer Type Questions)

**Note :** Answer any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in detail.  $22.5 \times 2 = 45$

9. What are the different aspects of the nature of business policy? Discuss each one of them with the help of suitable examples.
10. Under what circumstances an organisation decides to implement the retrenchment strategies? What are its types? Explain.
11. What are the benefits of the concept of strategy? What are its pitfalls?
12. Explain the concept of 'Corporate Planning'. How does the rationale of corporate planning help in business stability?
13. How can a SWOT analysis help in short listing strategic alternatives at the corporate level?