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(20721)

Roll No.

BBA-VI Sem.

18068 (CV-II)

B.B.A. Examination, June-2021

STRATEGIC MANAGEMENT AND

BUSINESS POLICY

(BBA-602)

Time : 1½ Hours]

[Maximum Marks : 75

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

Section-A

(Very Short Answer Type Questions)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words. $2 \times 7.5 = 15$

✓ 1. What is Business policy?

P.T.O.

2. What is policy making?
3. How do you distinguish between a strategy and synergy?
4. What is resource analysis?
- ✓ 5. What is environmental analysis?

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 the importance of Business policy? Discuss the process of development of Business policy.
7. Justify the need to define the relevant environment for an organisation.

8. ✓ What are the responsibilities of Top Management?

Section-C

(Long Answer Type Questions)

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

9. ✓ What are the different *aspects of the nature of business policy*? Discuss each one of them with the help of suitable examples?
10. Describe the different aspects of environmental scanning necessary for identifying opportunities and threats in a company's environment?
11. What is divestment strategy? What approaches could be adopted to adopt a divestment strategy?

12. Discuss the nature of interrelationship that exists between the formulation and implementations of strategy.
13. ✓ Write a note on synergy as a component of strategy and its relevance.