

A (Printed Pages 3)
(20622) Roll No.
BBA - VI Sem.

18068

B.B.A. Examination, June-2022

STRATEGIC MANAGEMENT AND

BUSINESS POLICY

[BBA-602]

Time : Three Hours / [Maximum Marks : 75

Note : Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt all the **Five** questions. Each question carries **3** marks. Very short answer is required not exceeding 75 words.

P.T.O.

1. What is meant by business Policy?
2. Discuss the objectives of Business.
3. Explain strategic planning.
4. Discuss the concept of long term planning.
5. What do you mean by synergy.

Section-B

(Short Answer Type Questions)

Note : Attempt any **two** questions out of the following **three** questions. Each question carries **7½** marks. Short answer is required not exceeding 200 words.

6. Discuss the nature & importance of Business Policy.
7. Discuss the responsibilities of top management.
8. Explain the importance of Environmental Analysis.

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Section-C

(Long Answer Type Questions)

Note : Attempt any **Three** questions out of the following **five** questions. Each question carries **15** marks. Answer is required in detail.

9. Explain the mechanism of policy making.
10. Discuss the types of objectives and their overall Hierachy.
11. Discuss the nature, Process & importance of strategic Planning.
12. What do you mean by Corporate Strategic? Discuss its concept, components and importance. <https://www.ccsustudy.com>
13. How will you evaluate the Synergy. Discuss Synergy as a component of strategy & its relevance.