

(20519)

Roll No.

Total Questions : 13]

[Printed Pages : 3

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B.B.A. VIth Semester Examination, May-2019

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY**

(BBA-602)

Time : 3 Hrs.]

[M.M. : 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.

1. What do you mean by business policy ?
2. What are the objectives of a business ?
3. What do you mean by corporate planning ?

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Turn Over

4. What do you mean by strategy formulation ?

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. Write a note on evaluation of synergy.
7. What do you understand by long term planning ? Explain.
8. What do you mean by Environmental Analysis ? Explain.

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 nature and importance of business policy.
10. Explain in detail about responsibilities and tasks of top management.

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11. Explain in detail about nature and importance of strategic planning.
12. Explain the process and affecting factors of strategy formulation.
13. Write a note on synergy as a component of strategy and its relevance.