

B.B.A. Semester - 6 (CBCS) Examination**Oct/Nov-2020****BUSINESS POLICY AND STRATEGY (CORE)****Time: 2:00 Hours****Marks: 56****Instructions:**

1. Figure to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any four of the following questions.

Q.1 Discuss in detail the strategic Management process. (14)

OR

Q.1 What are the levels of Strategies? Elaborate.

Q.2 Most of the time vision and mission are misunderstood. Discuss in lieu with difference between vision and mission. (14)

OR

Q.2 Write a detailed note on key performance areas by Drucker.

Q.3 Explain the external environment analysis of Business Organization by giving real life examples. (14)

OR

Q.3 Discuss in detail Michael E. Porter's 5 Forces Model along with recent practical examples.

Q.4 Write Short Notes (Any Two) (14)

1. Turnaround theory of renewal strategy.
2. Licensing.
3. Diversification.

OR

Q.4 Elaborate on international expansion and cite examples.

Q.5 Write a detail note on – which Behavioral consideration should be kept in mind while the choice of strategy is to be made? (14)

OR

Q.5 Write Note on.

1. GE Nine Cell Matrix
2. BCG Matrix
