

B.B.A. Semester - 6 (CBCS) Examination
May/June-2021 (NEW COURSE)
Business Policy & Strategy (Core)

Time: 1:30 Hours

Marks: 42

Instructions:

1. Figure to the right indicate marks.
 2. There are five questions in the question paper.
 3. Answer any three of the following questions.
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- Q.1 Describe in detail strategic management process. (14)
- Q.2 Write Drucker's Performance area. (14)
- Q.3 Write in detail internal factor affecting to strategy. (14)
- Q.4 Discuss in detail international expansion. (14)
- Q.5 Explain BCG matrix (14)
