

**B.B.A. Semester - 6 (CBCS) Examination**  
**March/April-2024 (NEW COURSE)**  
**Business Policy & Strategy (Core (New))**

**Time: 2:30 Hours**

**Marks: 70**

**Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

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Que-1    What is strategy? Discuss nature of strategic management. (14)

OR

Que-1    Explain stages of strategic management process.

Que-2    Write vision & mission as a part of strategy intent (14)

OR

Que-2    Discuss Ducker's performance area.

Que-3    Explain internal factor affecting to strategy. (14)

OR

Que-3    Explain Michael E porter's 5 force model

Que-4    Write in detail renewal strategy. (14)

OR

Que-4    Explain focuses of concentration strategy.

Que-5    Write GE model of strategic framework. (14)

OR

Que-5    Discuss experience curve model.

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