

B.B.A. Semester - 6 (CBCS) Examination
March/April-2025 (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? Also write its characteristics. (14)

OR

Que-1 Discuss in detail procedure of strategic management.

Que-2 Write in detail Mission Statement. (14)

OR

Que-2 Discuss Ducker's Performance area.

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

OR

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

Que-4 Write in detail any two types of growth strategy. (14)

OR

Que-4 Explain focuses of concentration strategy.

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

OR

Que-5 Discuss experience curve model.
