

B.B.A. Semester - 6 (CBCS) Examination**July-2025 (OLD COURSE)****BUSINESS POLICY AND STRATEGY(CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

Que-1 What is business policy? Discuss its meaning and importance in guiding managerial decisions and organizational strategy. (14)

OR

Que-1 Discuss in detail the Process of Strategic Management.

Que-2 Differentiate between the Vision Statement and Mission Statement. (14)

OR

Que-2 Explain Peter Ducker's Performance Area.

Que-3 Explain Michael E Porter's 5 Force model. (14)

OR

Que-3 What are the participants of Micro Environment ? Discuss.

Que-4 Write a detailed note on turnaround theory of renewal strategy. (14)

OR

Que-4 Explain the diversification strategy under growth and expansion strategy.

Que-5 Write Short Notes: (Any two) (14)

- 1) BCG Matrix
- 2) GE Matrix
- 3) Experience curve
- 4) Life Cycle Portfolio Matrix
