

V

(20516)

Roll No.

BBA-VI Sem.

18068

B.B.A. Examination, May 2016

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY**

(BBA-602)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions of this Section.
Each question carries 3 marks. Very short answer
is required not exceeding 75 words. $3 \times 5 = 15$

1. Explain the concept of Synergy.
2. What do you mean by policy making in business.

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3. Define objective in business terminology.
4. Briefly outline corporate strategy.
5. Outline the concept of strategic planning.

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks.

Short answer is required. $7\frac{1}{2} \times 2 = 15$

6. Explain nature and importance of business policy.
7. Explain the concept of strategy evaluation.
8. Explain types of objectives and their overall hierarchy.

Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks.

Answer is required in detail. $15 \times 3 = 45$

9. Explain business policy and its mechanism. Can

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(3)

you outline the policies with respect to any of the MNC organisation of your choice.

10. Explain in detail setting of objectives and the key areas involved in setting of objectives.
11. Explain what do you understand by the concept of long term planning and strategic planning.
12. Explain the concept, process and factors effecting strategy formulation.
13. Bring a note in detail explaining different types of synergy along with evaluation of synergy.

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13. What are different type of synergies? Explain in detail.

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B. B. A. Examination, May 2017

STRATEGIC MANAGEMENT AND

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(BBA-602)

(New)

Time : Three Hours] [Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions of this Section.
Each question carries 3 marks. Very short answer
is required not exceeding 75 words. $3 \times 5 = 15$

1. What do you mean by business policy?
2. What does corporate strategy ensures?

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3. What are the short-run objectives of a business?
4. Explain the meaning of synergy.
5. What do you mean by strategic planning?

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Distinguish between the three levels of strategy formulation.
7. What do you understand by business environment? Explain.
8. What tips can you offer to write a 'Right' objectives statement?

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Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks.

Answer is required in detail. $15 \times 3 = 45$

9. Explain the nature and importance of business policy.
10. Explain the scope and importance of strategic management.
11. Explain the process of strategic planning.
12. What is the role of a top management in strategy formulation in a business organization?

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BBA-VI Sem.

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B.B.A. Examination, May 2018

STRATEGIC MANAGEMENT AND BUSINESS

POLICY

(BBA-602)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from **all** sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all the **five** questions of this Section. Each question carries **3** marks. Very Short answer is required not exceeding 75 words.

3×5=15

P.T.O.

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1. Explain the meaning of Business Policy.
2. What are short-run objectives of a business?
3. What do you mean by Strategic Planning?
4. What do you mean by Strategy Evaluation?
5. Explain the meaning of Synergy.

Section-B

(Short Answer Questions)

Note : This section contains **three** questions, attempt any **two** questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words.

$$7.5 \times 2 = 15$$

6. Explain in detail about components and importance of Corporate Strategy.
7. Explain in detail about Evaluation of Synergy.
8. What do you mean by Long term Planning? Explain.

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Section-C

(Detailed Answer Questions)

Note : This section contains **five** questions, attempt any **three** questions. Each question carries 15 marks. Answer is required in detail.

$$15 \times 3 = 45$$

9. Write a note on Development and classification of Business Policy.
10. Write a note on Responsibilities and tasks of Top Management.
11. Explain the process of Strategic Planning.
12. Explain the process of Strategy Evaluation.
13. Explain in detail about different type of Synergies.

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Total Questions : 13]

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B.B.A. VIth Semester Examination, May-2019

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY**

(BBA-602)

Time : 3 Hrs.]

[M.M. : 75

Note :- Attempt all the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note :- Attempt all the *five* questions. Each question carries 3 marks. Very short answer is required not exceeding **75** words.

1. What do you mean by business policy ?
2. What are the objectives of a business ?
3. What do you mean by corporate planning ?

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4. What do you mean by strategy formulation ?
5. What do you mean by synergy ?

Section-B

(Short Answer Type Questions)

Note :- Attempt any *two* questions out of the following three questions. Each question carries 7½ marks. Short answer is required not exceeding 200 words.

6. Write a note on evaluation of synergy.
7. What do you understand by long term planning ? Explain.
8. What do you mean by Environmental Analysis ? Explain.

Section-C

(Long Answer Type Questions)

Note :- Attempt any *three* questions out of the following five questions. Each question carries 15 marks. Answer is required in detail.

9. Explain the nature and importance of business policy.
10. Explain in detail about responsibilities and tasks of top management.

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(2)

11. Explain in detail about nature and importance of strategic planning.

12. Explain the process and affecting factors of strategy formulation.

13. Write a note on synergy as a component of strategy and its relevance.

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(3)

3. What is environmental analysis?
4. What is Core Competence? What are its attributes?
5. What is Hierarchy?

Section - B

(Short Answer Type Questions)

Note : Attempt any **one** question out of the following three questions. Each question carries 15 marks. Short answer is required not exceeding 200 words. $1 \times 15 = 15$

6. What is competitive environment? Explain Model of Competitive forces.
7. What are the classification of Top Management? Explain its rationale in details.
8. What do you mean by strategic evaluation and control? Why it is essential?

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Section - C

(Long Answer Type Questions)

Note : Answer any **two** questions out of the following five questions. Each question carries 22.5 marks. Answer is required in detail. $22.5 \times 2 = 45$

9. What are the different aspects of the nature of business policy? Discuss one of them with the help of suitable examples.
10. Under what circumstances an organisation decides to implement the retrenchment strategies? What are its types? Explain.
11. What are the benefits of the concept of strategy? What are its pitfalls?
12. Explain the concept of 'Corporate Planning'. How does the rationale of corporate planning help in business stability?
13. How can a SWOT analysis help in selecting strategic alternatives at corporate level?

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STRATEGIC MANAGEMENT AND
BUSINESS POLICY
(BBA-602)

Time : Two Hours

12. Discuss the nature of interrelationship that exists between the formulation and implementations of strategy.
13. Write a note on synergy as a component of strategy and its relevance.

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18068 (CV-II)

B.B.A. Examination, June-2021

STRATEGIC MANAGEMENT AND

BUSINESS POLICY

(BBA-602)

Time : 1½ Hours] [Maximum Marks : 75

Note : Attempt **all** the Sections as per instructions.

Section-A

(Very Short Answer Type Questions)

Note : Attempt any **two** questions. Each question carries 7.5 marks. Very short answer is required not exceeding 75 words. $2 \times 7.5 = 15$

1. What is Business policy?

P.T.O.

2. What is policy making?
3. How do you distinguish between a strategy and synergy?
4. What is resource analysis?
5. What is environmental analysis?

Section-B

(Short Answer Type Questions)

Note : Attempt any **one** question out of the following **three** questions. Each question carries 15 marks. Short answer is required not exceeding 200 words. $1 \times 15 = 15$

6. What is the importance of Business policy?
7. Discuss the process of development of Business policy.
7. Justify the need to define the relevant environment for an organisation.

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8. What are the responsibilities of Top Management?

Section-C

(Long Answer Type Questions)

Note : Attempt any **two** questions out of the following **five** questions. Each question carries 22.5 marks. Answer is required in detail. $2 \times 22.5 = 45$

9. What are the different aspects of the nature of business policy? Discuss each one of them with the help of suitable examples?
10. Describe the different aspects of environmental scanning necessary for identifying opportunities and threats in a company's environment?
11. What is divestment strategy? What approaches could be adopted to adopt a divestment strategy?

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P.T.O.