

Roll No.

BBA-602(N)

B. B. A. (Sixth Semester) EXAMINATION, May/June, 2015

(New Course)

Paper Second

STRATEGIC MANAGEMENT AND BUSINESS POLICY

Time : Three Hours] [Maximum Marks : 70

Note : Attempt questions from all Sections as directed.

Section—A 3 each

(Short Answer Type Questions)

Note : All questions are compulsory.

1. Write in details about the following :

- (A) Classification of Business policy.
- (B) Vision statement.
- (C) Corporate DNA.
- (D) Strategy vs. Tactics.
- (E) Explain the term "Strategic Planning." What are the steps involved in an effective strategic planning ?
- (F) Why "Industrial Analysis" become essential before introducing new product or entering/reentering into a market or new market. What are the various tools/techniques for Industrial Analysis ?

- (G) Explain the term "Resource Analysis". What is the significance of Resource Base View (RBV) approach in Corporate level strategy ?
- (H) Synergy and its evaluation.
- (I) SWOT Analysis.
- (J) Organizational capability profile.

Section—B

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

2. What are the responsibilities of Corporate governance in an enterprise ?
3. Explain the process of corporate planning.
4. Why "Mission Statement" is important for the firm ?

Section—C

10 each

(Long Answer Type Questions)

Note : Attempt any *two* questions.

5. Explain the term "Strategy". What are various schools of thought involved in the evolvement of strategy of modern times ?
6. Differentiate between Corporate, Business/firm and functional strategies. Are they inter-related to each other ? If yes, how ?
7. How "Competitive Advantage" can be sustain ?
8. What is the significance of functional strategy for Micro, Small and Medium Enterprise (MSME) firms ? Does they require corporate strategy as well ?

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