



FD-996

BBA 6th Semester
Examination, May-June 2022

Business Policy and Strategy

(127)

Time : Three Hours] [*Maximum Marks* : 90
[Minimum Pass Marks : 32

Note : Answer **all** questions. All questions carry equal marks.

Unit-I

1. What are the different aspects of the nature of Business Policy? How does business policy make the study and practice of management more meaningful?

OR

What do you understand by strategic intent?
Discuss the hierarchy of strategic intent.

(2)

Unit-II

2. What do you mean by external environment ? What are its different components ? Explain the need to analyse the external environment.

OR

What do you understand by SWOT Analysis ? Critically assess its significance in strategic management.

Unit-III

3. What is Strategic Plan ? Propose the outline of a strategic plan for a medium sized company.

OR

Write short notes on the following :

- (a) Strategy Formulation
- (b) Strategic Planning

Unit-IV

4. "There is close relationship between strategy formulation and strategy implementation." Do you agree ? Explain the same instances.

OR

What is Resource Allocation ? How is top-down approach different from bottom-up approach for resource allocation ?

(3)

Unit-V

5. Write a descriptive note on the nature and importance of strategic evaluation.

OR

Describe Porter's five forces model of competition.
