

(i) Printed Pages : 2

Roll No.

(ii) Questions : 9

Sub. Code :

1	7	8	9	5
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Exam. Code :

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**Bachelor of Business Administration 6th Semester
(2055)**

BUSINESS POLICY AND STRATEGY

Paper : BBA-321

Time Allowed : Three Hours]

[Maximum Marks : 80

Note :— (1) Attempt any **FOUR** parts from Section-A. Each part carries **5** marks.

(2) Attempt any **TWO** questions from Section-B. Each question carries **15** marks.

(3) Attempt any **TWO** questions from Section-C. Each question carries **15** marks.

SECTION-A

1. Attempt any **FOUR** parts :

- (a) What are the features of strategic management ?
- (b) Explain SWOT and TOWS analysis with an example.
- (c) What is the difference between financial and non-financial analysis in organizational appraisal ?
- (d) Define differentiation strategy with an example.

- (e) What is the concept of core competence in strategic management ?
- (f) Differentiate between strategic control and operational control.

SECTION-B

- 2. Define strategic management and discuss its importance in modern businesses. Explain the strategic decision-making process with suitable examples.
- 3. Discuss the Environmental Appraisal process in strategic management. Explain the components of the business environment and their impact on business decision-making.
- 4. Describe the various techniques of environmental scanning.
- 5. Explain the different corporate-level strategies. Discuss with real-life examples how businesses apply these strategies.

SECTION-C

- 6. Strategy implementation is as important as strategy formulation. Explain the key aspects of resource allocation, project planning, and procedural issues in strategy implementation.
- 7. Porter's Five Forces Model is a crucial tool for industry analysis. Discuss the five forces and their impact on industry-level strategic decisions.
- 8. Explain the different corporate-level strategic analysis frameworks.
- 9. Discuss the concepts of cost leadership, differentiation, and focus strategies with suitable business examples.