

(i) Printed Pages : 2

Roll No. ....

(ii) Questions : 9

Sub. Code : 

1	7	8	9	5
---	---	---	---	---

Exam. Code : 

0	0	2	6
---	---	---	---

**Bachelor of Business Administration 6<sup>th</sup> Semester  
(2056)**

**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 is corporate restructuring?

(b) Differentiate between vision and mission statements.

(c) What is value chain analysis?

(d) Differentiate between strategic control and operational control.

- (e) Define core competence.
- (f) Global Print Ltd., a newspaper publishing company, is facing declining readership due to digital media. Advertising revenues have fallen sharply. The company is planning to reduce workforce and shut down two regional offices. Identify the strategy being adopted and alternative measures.

### **SECTION-B**

2. Define strategic management. Explain in detail the process of strategic management with suitable examples.
3. Discuss the concept of environmental appraisal. Explain various techniques of environment scanning.
4. Explain various types of corporate level strategies with examples.
5. What is internal appraisal? Discuss various techniques of organizational appraisal.

### **SECTION-C**

6. Discuss BCG Matrix as a tool for corporate portfolio analysis. Explain its quadrants with suitable examples.
7. Explain McKinsey's 7-S Framework. How does it help in strategy implementation?
8. Discuss Porter's Five Forces Model and explain how it helps in industry analysis.
9. What is strategic control? Explain techniques of strategic evaluation and control in detail.