

B.B.A. Semester - 6 (CBCS) Examination**March/April -2019****BUSINESS POLICY AND STRATEGY(CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate marks.

-
- Que-1 What do you mean by strategy? Also discuss its nature. (14)
- OR
- Que-1 Write in detail process of strategic management.
- Que-2 Discuss Druker's performance area of mission statement. (14)
- OR
- Que-2 Discuss Goals, Vision & Mission.
- Que-3 Write in detail external factor affecting to business strategy. (14)
- OR
- Que-3 Explain Porter's five force model of internal analysis.
- Que-4 Describe different types of growth strategy. (14)
- OR
- Que-4 Discuss in detail renewal strategy.
- Que-5 What are the main aspect of BCG model. (14)
- OR
- Que-5 Write Experience curve as one of the tool of strategic analysis.
