

B.B.A. Semester - 6 (CBCS) Examination**March/April -2020****BUSINESS POLICY AND STRATEGY (CORE)****Time: 2:30 Hours****Marks: 70****Instructions:**

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

Q.1 Define the term strategy. Also discuss corporate and function level. (14)

OR

Q.1 Write in detail process of strategy.

Q.2 What is strategy intent? Discuss need of mission statement. (14)

OR

Q.2 Describe Drucker's performance area.

Q.3 Explain Michael Porter's five force model. (14)

OR

Q.3 Write different external factor affecting to strategic decision.

Q.4 What do you mean by renewal strategy? Also explain types of renewal strategy. (14)

OR

Q.4 Discuss types of international expansion strategy.

Q.5 Explain BCG matrix. (14)

OR

Q.5 Discuss experience curve in detail.
