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BBAbpsCC6010

Seat No : _____

B.B.A. Semester - 6 (CBCS) Examination

May/June-2021 (OLD COURSE)

BUSINESS POLICY AND STRATEGY(CORE)

Time: 1:30 Hours

Marks: 42

Instructions:

1. Figure to the right indicate marks.
2. There are five questions in the question paper.
3. Answer any three of the following questions.

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| Q.1 | Write in detail nature & importance of strategy. | (14) |
| Q.2 | Discuss different strategy intents. | (14) |
| Q.3 | Explain Michael E. Porter's value chain analysis. | (14) |
| Q.4 | Discuss international expansion strategy. | (14) |
| Q.5 | What is experience curve? Explain its causes. | (14) |
