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BBA6BpsC601x

Seat No : _____

**B.B.A. Semester - 6 (CBCS) Examination
April/May-2022 (NEW COURSE)
Business Policy & Strategy (Core (New))**

Time: 2:30 Hours

Marks: 70

Instructions:

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

Que-1 Explain the Strategic Management Process in detail. (14)

OR

Que-1 Strategic Management is beneficial for the companies. Justify (14)

Que-2 Differentiate between Mission Statement and Vision Statement. (14)

OR

Que-2 Write a detailed note on Drucker's Performance Area (14)

Que-3 Discuss in detail Michael E Porter's 5 forces model. (14)

OR

Que-3 What are the participants of Micro Environment affecting the Company? (14)

Que-4 Which competitive strategies are available for International expansion? (14)

OR

Que-4 What are the reasons that leads towards Turnaround Strategy? Explain. (14)

Que-5 Short Notes : (Any Two) (14)

1. GE Nine Cell Matrix
2. Life Cycle Portfolio Matrix
3. BCG Matrix
