

647510

BBAbpsCC6010

Seat No : _____

**B.B.A. Semester - 6 (CBCS) Examination
April/May-2022 (OLD COURSE)
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 Write in detail nature & importance of strategy. (14)

OR

Que-1 Discuss in detail process of strategy.

Que-2 Explain Drucker's performance area. (14)

OR

Que-2 Explain the term vision, mission and mission statement.

Que-3 What is External environment? Write any three factors of external environment. (14)

OR

Que-3 Discuss Michael E. Porter's 5 forces model.

Que-4 What do you mean by Growth strategy? Write any two-growth strategy. (14)

OR

Que-4 Write in detail Turnaround & Retrenchment strategy.

Que-5 Experience curve (14)

OR

Que-5 BCG model.
