

B.B.A. Semester - 6 (CBCS) Examination
March/April-2023 (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.

Q-1 Define the term strategy. Also write importance of strategic management. (14)

OR

Q-1 Discuss in detail process of strategic Management.

Q-2 Write formulation of the mission statement. (14)

OR

Q-2 Write in detail Bennis's six competencies theory

Q-3 (A) value chain framework (07)

(B) SWOT analysis. (07)

OR

Q-3 Explain Michael E. porter's 5 force model (14)

Q-4 Write in detail international expansion of growth strategy. (14)

OR

Q-4 Explain focuses of concentration strategy.

Q-5 Explain BCG model of portfolio analysis under strategic framework. (14)

OR

Q-5 Discuss experience curve model.
