

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

Q-1 Define the term strategy. Also discuss nature of strategic management. (14)

OR

Q-1 Discuss in detail process of strategic management.

Q-2 Discuss in detail different strategic intents. (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 all External environmental factors. (14)

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

OR

Q-4 Discuss main reason of diversification strategy.

Q-5 Explain BCG model of Portfolio Analysis under strategic framework. (14)

OR

Q-5 Grand strategy selection model.
