

B.B.A. Semester - 6 (CBCS) Examination
March/April-2024 (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.
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Que.1 Define the term strategy. Discuss its importance. (14)

OR

Que.1 Discuss in detail process of strategy. (14)

Que.2 Discuss in detail mission statement. (14)

OR

Que.2 Write in detail Bennis's six competencies theory. (14)

Que.3 Discuss in detail value chain analysis. (14)

OR

Que.3 Explain External environmental forces. (14)

Que.4 Explain any two international expansion strategies. (14)

OR

Que.4 Discuss product development strategy. (14)

Que.5 Explain GE model of strategic framework. (14)

OR

Que.5 Grand strategy selection model. (14)
