

B.B.A. Semester - 6 (CBCS) Examination
March/April-2026 (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 Outline the steps involved in the Strategic Management Process. Discuss how each step contributes to the formulation and execution of strategies. (14)

OR

Que.1 Define business policy and analyze its role in shaping managerial decision-making and organizational strategy.

Que.2 Compare and contrast the Vision Statement and Mission Statement. How do these two elements differ in their purpose and impact on strategic planning? (14)

OR

Que.2 Elaborate on Peter Drucker's Performance Area concept. How does it influence an organization's strategic goals and overall performance?

Que.3 Discuss Michael E. Porter's Five Forces Model. (14)

OR

Que.3 Who are the key participants in the Micro Environment? Discuss their roles and how they impact the decision-making and operations of an organization.

Que.4 Write turnaround theory & renewal strategy. (14)

OR

Que.4 Describe the diversification strategy as a component of growth and expansion. What are the advantages and challenges?

Que.5 Write Short Notes (Any Two): (14)

- (1) Strategic Analysis & use of GE Analysis
- (2) BCG Matrix
- (3) GE Nine Cell Matrix: Purpose and Interpretation
- (4) Importance of PLC in Strategy Development
