

# END TERM EXAMINATION

SIXTH SEMESTER [BBA(G)/BBA(MOM)] MAY-JUNE 2014

Paper Code: BBA302

Subject: Business Policy and Strategy

BBA(MOM)302

Time : 3 Hours

Maximum Marks :75

**Note: Attempt any five questions. All questions carry 15 marks each.**

- Q1 Distinguish between vision and mission statements. What are their importance in the strategic management process? Give examples of a few vision and mission statements.
- Q2 Explain structural analysis of competitive environment by taking an industry of your choice as an example.
- Q3 Identify and explain recent economic, social, political and technological trends that significantly affects Indian banks.
- Q4 How to do Strategic Advantage Analysis? Choosing any industry of your choice do Strategic Advantage profile to illustrate the Strengths and weaknesses of the Company in each functional area.
- Q5 Explain the concept of value-chain analysis. How can this be used to evolve a strategy for a firm? Illustrate.
- Q6 Explain the BCG model. What are its limitations? Is there a better approach to BCG model? Explain.
- Q7 Briefly discuss the major strategy options available to a firm. Explain them in brief with examples.
- Q8 Write short notes on **any two** of the following: **(7.5x2=15)**
- (a) Long-Range Planning
  - (b) ETOP
  - (c) Core competencies
  - (d) PIMS Model