

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE 2016

Paper Code: BBA-302

Subject: Business Policy and Strategy

BBA(MOM)-302

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1 Discuss the evolution of Business Policy as a subject and highlight its scope and importance. Illustrate your answer with suitable examples.
- Q2 What are the various approaches to the environment scanning process? Explain giving suitable examples.
- Q3 Briefly explain the difference between vision and mission statements. With the help of a suitable example, outline the strategic management process for the formulation of a strategy.
- Q4 Explain ETOP as a diagnostic tool for environmental analysis. Give suitable examples.
- Q5 Briefly explain the process of conducting the resource audit for a firm. Illustrate your answer with suitable examples.
- Q6 Distinguish between BCG Model and the Directional Policy Matrix Model highlighting their advantages and disadvantages.
- Q7 Explain the Matrix and Profit Impact of Market Strategy (PIMS) Model for portfolio analysis. Give suitable examples.
- Q8 Write short notes on **any two** of the following:-
- (a) Corporate Capabilities
  - (b) Value Chain Analysis
  - (c) Porter's five forces model
  - (d) Major Issues in the Implementation of Strategy