

**END TERM EXAMINATION**

SIXTH SEMESTER [BBA] MAY-JUNE 2018

**Paper Code: BBA-302****Subject: Business Policy and Strategy****BBA(MOM)-302****Time: 3 Hours****Maximum Marks: 75****Note: Attempt any five questions including Q no.1 which is compulsory.**

- Q1 Read the following case study and answer the questions that follow:  
Nature Industries Limited is a leading Indian company manufacturing and marketing Snacks and Juices under the brand name "CHOICE" and "Tarang". It has pan India Presence. The Company is planning to launch **X brand** of herbal tea bag in alliance with a Foreign Firm. Initially the company is planning to import herbal teabags followed by manufacturing it in India to take advantages of "Make in India" incentives.
- Market Environment of Tea Bags:** The marketing research study done on teabags shows the following insights:
- Tea is frequently served as hot beverage at work places.
  - There is a steady increase in Tea Bags consumption because it is convenient to use Tea Bags in Offices. Consumers drink, Plain, Flavored and herbal tea.
  - Consumers see herbal tea as a healthier option.
  - 77.2% Indians consume tea on a daily basis.
  - 40% of Tea consumers are from the northern region.
  - Brand A is the market leader with market share of 63 percent in Herbal Tea Segment.
- (a) Why is it essential to undertake Strategic Advantage Analysis before Nature Industries Limited enters into the new product market? What factors must be considered for Strategic Advantage Analysis? **(8)**
- (b) Why are the likely advantages that diversification strategy would bring to the company? **(4)**
- (c) What are the likely advantages that the strategic alliance would offer to Nature Industries Limited? **(3)**
- Q2 Write a short note on evolution of business policy. Differentiate between business policy and strategic management. **(15)**
- Q3 What do you understand by vision and mission? Describe the process for formulating a vision and mission by taking up the case of an automotive company. **(15)**
- Q4 Write a comprehensive note detailing the characteristics of different types of grand strategies. **(15)**
- Q5 Why do firms need to characterize and categorize Environmental factors? What are the approaches to the Environmental Scanning Process? **(15)**
- Q6 Identify and explain recent political, economic, social and technological trends that significantly affects Mobile Handset Industry in India. **(15)**
- Q7 Give a detailed account of various organizational structure options and their advantages and limitations in the context of new strategies implemented by Indian organizations in the internet economy. **(15)**
- Q8 Write short notes on:- **(15)**
- (a) Strategic Control
  - (b) Leadership issues in strategy implementation
  - (c) Core competencies