

END TERM EXAMINATION

SIXTH SEMESTER [BBA(B&I)(TTM)] MAY -2010

Paper Code: BBA 302

Subject: Business Policy and Strategy

Paper ID: 18/19302

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1. Comment on **any two** of the following: (15)
- (a) "The purpose of strategy is to define the nature of relationship between a firm and its environment."
 - (b) "Business policy course is supposed to integrate the knowledge of different functional areas of management and to develop certain skills and attitudes to make long-term strategic decisions".
 - (c) "SWOT analysis is a very crucial element of strategic planning".
- Q2. Do you agree with the view that structure follows strategy? Give reasons for your answer. Also explain the role of top management in the implementation of strategy. (15)
- Q3. Explain Michael Porter's Five Force Analysis for analyzing competitive environment of a firm. (15)
- Q4. How should the executives go about preparing a strategic advantages profile (SAP) for their companies? Explain with the help of an example of a company you are aware of. (15)
- Q5. Using BCG matrix, explain the strategic implications of each of the following types of business in a corporate portfolio: (15)
- (i) Star
 - (ii) Cash Cow
 - (iii) Question Mark and
 - (iv) Dog.
- Q6. Differentiate between vision and mission of a company. Also explain the characteristics of a mission statement. (15)
- Q7. Distinguish between related and unrelated diversification. Examine the merits and demerits of each. (15)
- Q8. Write explanatory notes on **any two** of the following:- (15)
- (a) Value Chain Analysis
 - (b) Resource Development Matrix
 - (c) Economic and Political environment of Indian business.