

# END TERM EXAMINATION

SIXTH SEMESTER [BBA(B&I)]- MAY JUNE 2011

Paper Code: BBA302

Subject: Business Policy & Strategy

Time : 3 Hours

Maximum Marks : 75

Note: Attempt any five questions.

- Q1 Describe the process of strategic management. Draw a neat chart showing comprehensively the different elements in strategic management process. (15)
- Q2 (a) "A vision is too abstract to be of any practical value". Do you agree with this statement? Why? (7.5)  
(b) Describe the essential characteristics of a mission statement. (7.5)
- Q3 Describe some of the important characteristics of environment and demonstrate how a strategist can understand it better by dividing it into external and internal components and general and relevant environment. (15)
- Q4 Select any organization of your choice. Identify the high priority environmental factors in its relevant environment. Use this information to prepare a summary ETOP for the organization. (15)
- Q5 Write a detailed explanatory note on the methods and techniques used for organizational appraisal. (15)
- Q6 (a) With the help of a few examples illustrate how strengths or weaknesses create synergistic effects? (7.5)  
(b) How is a strategic advantages profile prepare? (7.5)
- Q7 (a) Why is liquidation considered as a difficult or undesignable strategy? Explain. (7.5)  
(b) Objectives affect resource allocation can resource availability affect objective setting? How? (7.5)
- Q8 Write short notes on **any three** of the following:- (5x3=15)
  - (a) Comparison of BCG Matric and GE Nine Call Matrix.
  - (b) Problems of unrelated diversification.
  - (c) Difference between divestment and disinvestment.
  - (d) Role of CEO in strategic management.
  - (e) Interrelationship of structure and strategy.

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