

(Please write your Exam Roll No.)

Ne Syllabus  
Course Code - 308

Exam Roll No. ....

## END TERM EXAMINATION

SIXTH SEMESTER [BBA] APRIL - MAY 2019

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 (a) Differentiate between 'Long-Range Planning' and 'Strategic Planning'.  
(b) What are the steps involved in Strategic Management? Discuss them briefly.
- Q2 Differentiate between 'Vision' and 'Mission' of a business firm. How Vision and Mission Statements of business firms are made? Illustrate Vision and Mission statement of any business firm.
- Q3 Discuss various approaches used for Environment Scanning. How ETOP serves for any business house? Explain with examples.
- Q4 What methods are used for 'Analysis of Internal Resources of a Company'? How based on the analysis, strategic advantage profile is made and what purpose it serves? Discuss with suitable example.
- Q5 What role BCG model and spotlight strategy model play in choice of strategy? Discuss the models with suitable examples.
- Q6 Discuss in brief major strategic option available to firms for stability, growth and expansion of the business. Give examples to demonstrate the differences.
- Q7 What role Leadership plays in strategy implementation. What can be different leadership styles suitable for different situations in strategy implementation? Discuss with suitable examples.
- Q8 Write notes on:-  
(a) Value-Chain approach to Internal Analysis  
(b) Structural Analysis of competitive environment.

\*\*\*\*\*

P