

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] SEPTEMBER-OCTOBER 2020

Paper Code: BBA-308

Subject: Business Policy & Strategy  
(Batch 2017 Onwards)

Time : 2 Hours

Maximum Marks :75

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

Q1 Write short notes on:

- (a) Difference between policy and strategy in context of business.
- (b) ETOP as a diagnostic tool.
- (c) Diversification strategies and internationalisation.
- (d) Inter-linkages between organizational structure and its culture.
- (e) Stop light strategy model.

Q2 Explain the applicability of SWOT analysis and BCG matrix for strategy formulation. Illustrate your answer with suitable examples.

Q3 Discuss strategic management process in detail with the help of a flowchart? Explain some of the limitations of strategic planning in detail? Also discuss how these limitations can be avoided.

Q4 What are the various types of corporate strategies? Discuss in detail, by taking examples from real life industries, each type of corporate strategy.

Q5 What do you mean by leadership and explain how it is important in managing the corporate culture? How is the corporate culture and strategy compatibility assessed?

Q6 (a) Discuss the importance of strategic evaluation.  
(b) What role does the vision and mission statement play in strategic management process?

Q7 "Retrenchment is the need of the hour for most corporate houses in the world during COVID-19 with major aftereffects" Critically examine this statement.

Q8 (a) Explain the McKinsey's 7S framework.  
(b) Discuss the value-chain approach as a tool of internal analysis.