

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.
