

# END TERM EXAMINATION

SIXTH SEMESTER [BBA] MAY-JUNE-2013

**Paper Code: BBA302**

**BBA(MOM)302**

**Subject: Business Policy &  
Strategy**

**Time : 3 Hours**

**Maximum Marks : 75**

**Note: Attempt any five questions. All questions carry equal marks.**

Q.1 Discuss the scope and importance of Business Policy focusing on its evolution. Illustrate your answer with suitable examples.

Q.2 Briefly outline the strategic management process highlighting the importance of vision and mission of an organization on its strategy formulation. Give examples.

Q.3 Discuss the approaches to the environment scanning process giving suitable examples.

Q.4 Explain ETOP as a tool in the strategy formulation process. Give suitable examples.

Q.5 Explain briefly the methods for the analysis and diagnosis of corporate capabilities. Illustrate your answer with suitable examples.

Q. 6 Explain the differences between BCG Model and the Directional Policy Matrix Model highlighting their advantages and disadvantages.

Q.7 Explain the Matrix and Profit Impact of Market Strategy (PIMS) Model for portfolio analysis. Give suitable examples.

Q.8 Write short notes any two of the following:

- a) Resource audit
- b) Mixed strategy
- c) Porter's five forces model
- d) Core competence