

Roll No.

DD-996

Bachelor of Business Administration (Sixth Semester) EXAMINATION, 2020

BUSINESS POLICY AND STRATEGY

(127)

Time : Three Hours

Maximum Marks : 90

Minimum Pass Marks : 32

Note : Attempt all the *five* question. All questions carry equal marks.

1. Define Business Policy. Is it different from strategic management ? Explain the historical evolution of Business Policy.

Or

Write short notes on the following :

- (a) Mission and objectives
 - (b) Strategic Intent
2. What do you understand by Business Environment ? Discuss its components.

P. T. O.

Or

Write short notes on the following :

- (a) External Environment
 - (b) Internal Environment
 - (c) SWOT Analysis
3. Explain the process of strategy formulation in detail.

Or

Discuss the major types of strategies.

4. Discuss the process of strategy implementation.

Or

Write short notes on the following :

- (a) Social Responsibility of Business
 - (b) Business Ethics
5. What do you mean by strategy evaluation ? Explain the various criteria for evaluation.

Or

Explain the quantitative and qualitative factors affecting evaluation of strategy.