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SDE. 281 BBA4501

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Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 47123 Roll No.

BBA Examination 2024-25

(Odd Semester)

BUSINESS POLICY AND STRATEGY

Time : Three Hours] *[Maximum Marks : 60*

Note :– Attempt all questions.

SECTION–A

1. Attempt all parts of the following : $1 \times 8 = 8$

   (a) Define corporate governance.

   (b) What is a regulatory policy?

   (c) What is corporate strategy?

   (d) Explain the concept of strategic planning.

   (e) Explain KSF.

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(f) What is horizontal expansion?

(g) Write a short note on organizational structure and strategy implementation.

(h) Explain leadership and culture.

SECTION – B

2. Attempt any two parts of the following : $2 \times 6 = 12$

(a) Describe the features of business policy. Explain the process of business policy formulation.

(b) Explain Porter's five forces model of competition.

(c) Write short notes on the following :

(i) Mission statement

(ii) Goals and objectives

(iii) Grand strategy

(iv) Competitive analysis

(d) Leadership style, corporate culture, values and ethics play a crucial role in effective implementation of strategy. Comment.

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SECTION – C

Note:- Attempt all questions. Attempt any two parts from each question. $8 \times 5 = 40$

3. (a) What do you understand by business policy? Differentiate between business policy and strategy.

   (b) Describe the concept of corporate governance. Explain the various benefits derived from it. Also explain its principles.

   (c) Describe the various levels of strategy namely corporate, business and functional with the help of apropriate examples.

4. (a) What do you mean by strategic planning? Describe its features and the various steps of strategy planning proeess.

   (b) Discuss McKinsey's 7s framework.

   (c) Discuss the strategic planning for :

   (i) Multinationals

   (ii) Small businesses

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5. (a) Explain in brief environmental threat and opportunity profile (ETOP).

(b) Defne the following terminologies:

(i) Cost leadership strategy

(ii) Diversifcation strategy

(c) Discuss strategic advantage profile with the help of an example for any MNC organization.

6. (a) Interpret business portfolio analysis using BCG matrix.

(b) Explain in brief in GE 9 cell matrix.

(c) With the help of a diagram describe the Ansoff's matrix.

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