

PRSU / DURG BBA 6 SEM QUESTION PAPERS

BUSINESS POLICY & STRATEGY JUN 2017

Time : Three Hours Maximum Marks 90 Minimum Pass Marks : 32

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

1. Explain what is meant by Business Strategy ? What is the importance of Business strategy?
How is Business Strategy related to corporate level strategy ?

OR

Business Policy is a capstone, integrative course. Explain what is meant by relating the micro and macro-aspects of organisation ?

2. Define the concept of Strategy. Discuss benefits and Pitfalls of strategy. How SBO (Strategic Business Unit) level strategy linked to corporate level strategy ?

OR

What is environment in strategic management ? What is rational of performing SWOT analysis ?

3. What is corporate level strategy ? Describe the four alternative corporate lever strategies.

OR

Describe the strategic implementations of each of the following type of businesses in a corporate portfolio :

- | | |
|-----------------|---------------------|
| (i) Stars | (ii) Question marks |
| (iii) Cash flow | (iv) Dogs |

4. What is organisation structure ? How product based structure is different from a customer based structure ?

OR

What do you mean by Operational implementation ? Describe operational effectiveness.

5. Why is Strategic Evaluation important ? What are the elements in evaluation process ?

OR

Describe the following :

- | | |
|-----------------------|--------------------------|
| (i) Strategic control | (ii) Operational control |
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