

Roll No. :

Total No. of Questions : 9 ] [ Total No. of Pages : 3

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**B.B.A. (II) 5th Semester  
Examination, March-2021**  
(New Scheme 2014-17)

**BUSINESS POLICY AND STRATEGIC  
MANAGEMENT**  
Paper-BBA-II-N-502

*Time : Three Hours ] [ Maximum Marks : 80*

*Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.*

**Note :-** Section-A contains eight short answer type questions of 2 marks each. All the questions are compulsory. Section-B attempt four questions in all, selecting *one* question from each Unit. All questions carry equal marks.

**Section-A**

1. Write short notes on the following :  
(a) Mission

- (b) Environmental Scanning
- (c) SWOT Analysis
- (d) ETOP
- (e) Joint Venture
- (f) Retrenchment
- (g) Grand Strategy
- (h) DPM

**Section-B**

**Unit-I**

2. Define the concept of strategic management. What are its objectives and significance in developing the business policy of an organization ?
3. Explain the process of strategic management. What are its characteristics ? Discuss the importance of the strategic management process.

**Unit-II**

4. Define the concept of internal resources. Elaborate the chain approach to analyse the internal resources of an organization.

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5. Discuss the term corporate capabilities. What are the various methods of analysing and diagnosing the functional areas of corporate capabilities ?

### **Unit-III**

6. What do you mean by formulation of strategy ? Discuss the process of formulating long term objectives of an organization.
7. Explain the various stages of product development. Define how formulation of grand strategies help in developing a better product.

### **Unit-IV**

8. Define the concept of BCG matrix. How does it help in choosing the better strategy model for an organization ? <https://www.mdustudy.com>
9. Discuss the model of grand strategy. Discuss its various clusters. What are the different behavioural considerations which are affecting the choice of grand strategy ?