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(20517)

Roll No.

BBA-VI Sem.

18068

B. B. A. Examination, May 2017

**STRATEGIC MANAGEMENT AND
BUSINESS POLICY**

(BBA-602)

(New)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt questions from all Sections as per instructions.

Section-A

(Very Short Answer Questions)

Attempt all the *five* questions of this Section. Each question carries 3 marks. Very short answer is required not exceeding 75 words. $3 \times 5 = 15$

1. What do you mean by business policy?
2. What does corporate strategy ensures?

(2)

3. What are the short-run objectives of a business?
4. Explain the meaning of synergy.
5. What do you mean by strategic planning?

Section-B

(Short Answer Questions)

This Section contains three questions, attempt any *two* questions. Each question carries $7\frac{1}{2}$ marks. Short answer is required not exceeding 200 words. $7\frac{1}{2} \times 2 = 15$

6. Distinguish between the three levels of strategy formulation.
7. What do you understand by business environment? Explain.
8. What tips can you offer to write a 'Right' objectives statement?

Section-C

(Detailed Answer Questions)

This Section contains five questions, attempt any *three* questions. Each question carries 15 marks.

Answer is required in detail. $15 \times 3 = 45$

9. Explain the nature and importance of business policy.
10. Explain the scope and importance of strategic management.
11. Explain the process of strategic planning.
12. What is the role of a top management in strategy formulation in a business organization?

13. What are different type of synergies? Explain in detail.