

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.

*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.