Roll No.	
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D-1816

Bachelor of Business Administration (Sixth Semester) EXAMINATION, May-June, 2020

BUSINESS POLICY AND STRATEGY (127)

Time: Three Hours] [Maximum Marks: 90

[Minimum Pass Marks : 32

Note: Answer all the *five* questions. All questions carry equal marks.

1. Define Business Policy. Discuss the nature and objectives of business policy.

Or

What is strategic intent? Discuss the hierarchy of strategic intent.

 Discuss the importance of environmental analysis in strategic decision-making process. Discuss the key components of business environment.

Or

Write short notes on the following:

- (a) SWOT Analysis
- (b) Environmental Scanning

[2]

3. Explain different types of corporate level strategies. Explain the conditions under which these strategies are used. Give examples.

Or

"The process of strategic choice is essentially a decisionmaking process." Comment upon the statement by highlighting the process of strategic choice.

4. Discuss the systematic process of strategy implementation. What is the importance of resource allocation in it?

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Discuss the concept of social responsibility of business in India. State examples from current business scenario.

5. What is strategy evaluation? Discuss the types of barriers that hinder the effectiveness of evaluation process. How these barriers can be resolved?

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Discuss the various techniques used by a strategist for strategic and operational control.