

Paper Code : 21234

F-234

**B. B. A. (Sixth Semester)
EXAMINATION, 2015
(New Course)**

Paper No. BBA (N)-602

**STRATEGIC MANAGEMENT AND BUSINESS
POLICY**

Time : Three Hours] [Maximum Marks : 70

Note : Attempt any five questions. All questions carry equal marks.

1. Discuss the nature and importance of Business Policy.
2. What are the key advantages and disadvantages of policy making?
3. Explain the responsibilities and tasks of top management in strategy formulation.
4. Briefly mention the reasons for failure of corporate planning.
5. Discuss the important steps involved in strategic management process.
6. Distinguish between vector and synergy as components of corporate strategy.

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7. Discuss the process of integrating corporate level strategy with business level strategy.
8. Define environmental analysis. Discuss the components of a company's external environment.
9. Explain the concept of synergy as a component of strategy and its relevance.
10. Write short notes on any two of the following :
 - (a) Strategic philanthropy
 - (b) Grand strategic alternatives
 - (c) Stable environment
 - (d) Joint venture strategies