

**Paper Code : 21234**

**F-234**

**B. B. A. (Sixth Semester)**

**EXAMINATION, 2019**

**(New Course)**

**Paper No. BBA-N-602**

**STRATEGIC MANAGEMENT AND  
BUSINESS POLICY**

**Time : Three Hours ] [ Maximum Marks : 70**

**Note :** Attempt *five* questions in all. Select *two* questions each from Sections A and B and any *one* question from Section C. All questions carry equal marks.

**Section—A**

1. "Business policy is the study of the functions and responsibility of senior management concerning the crucial problems that determine the direction of the total enterprise and shapes its future." Explain.
2. "Strategic planning is the only option in a fast changing environment." Critically examine the statement.
3. How do the realities of external environment and the realities of enterprise resources affect the choice of strategic goals?

**(B-11) P. T. O.**

**[ 2 ]**

4. "The ends for which corporate enterprises strive are referred to as mission, objectives and goals." How would you distinguish between these terms?

**Section—B**

5. Define corporate planning. Point out the differences between corporate planning, long-range planning and strategic planning.
6. What is a strategy? Outline the steps involved in strategy formulation.
7. Write short notes on the following :
  - (a) SWOT analysis
  - (b) ETOP and Approaches to corporate planning
8. Discuss the nature of environment analysis required for strategy formulation. What is meant by dynamics of the environment?

**Section—C**

9. What do you understand by synergy? Discuss its relevance in strategic decisions.
10. What is the basic nature of strategy evaluation? Why is strategy evaluation important?

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