

**Bachelor of Business Administration
Annual Examinations – 2006**

**Paper BBAD - 301
Business Policy**

Time allowed: Three hours

Maximum Marks: 100

Question paper is divided into 3 sections – I, II and III. Read instructions before attempting questions in each section

SECTION – I

Marks

Q1. Fill in the blanks.

10X1=10

- i) The term strategy is derived from the word _____.
- ii) Five forces model is given by _____.
- iii) 'Balance Scorecard', an approach to strategic management was developed by _____.
- iv) An organisation having Network structure is often called as _____.
- v) _____ defines relationship among stakeholders that is used to determine control the direction & performance of the company.
- vi) _____ is the one time cost that customer will incur when buying from different suppliers.
- vii) _____ describes companies decision to purchase a value creating activity from an external supplier.
- viii) Two or more sponsoring companies forming a separate organisation for co-operative purpose is known as _____.
- ix) In _____ structure, functional & product forms are combined simultaneously at the same level of organisation.
- x) In SWOT analysis, SWOT is an abbreviation of _____, _____, _____, and _____.

B. Answer the following in one or two sentences (Answer any 5)

5X2=10

- i) What do you mean by conglomerate diversification?
- ii) Define 'Strategic intent'. Strategic Intent.
- iii) How 'vision' is different from 'mission'?
- iv) Discuss 'product form' structure of an organisation.
- v) What is 'Forward integration'?
- vi) What do you mean by 'Strategic Management'?
- vii) Define 'Strategic audit'.

SECTION – II

Q2. Attempt any six questions in about 75-100 words each. All questions carry equal marks i.e. 5 marks each 5X6=30

- i) Discuss relationships among objectives, strategies & policies.
- ii) Explain how to conduct an external strategic management analysis.
- iii) How do you sustain a core competency?
- iv) Write a business mission statement for a company of your choice.
- v) What are the major advantages & disadvantages of diversification?
- vi) Discuss the limitation of differentiation strategy.
- vii) Explain the steps involved in Abell's business definition framework.
- viii) Explain the role of strategic leaders in the implementation of strategy.

SECTION – III

Q3. Attempt any five questions in about 200-250 words each. All questions carry equal marks i.e. 5X10=50

- i) Why has strategy evaluation become so important in business today? Under what conditions are corrective actions not required in the strategy evaluation process?
- ii) As production manager of a local Newspaper, what management problems would you anticipate in implementing a strategy to increase the average number of pages in the paper by 40 per cent?
- iii) How does the extent of innovation by company in the industry & quality of the company's product affect its competitive position?
- iv) Explain the steps involved in developing an integrated cost leadership & differentiation strategy. Discuss the limitations of both types of strategies.
- v) How does strategic management differ in profit & non profit organisation? Why is it not advisable to pursue too many strategies at once?
- vi) In your opinion, what are the three most important components to include in writing a mission statement? How would the mission statement of for – profit and non – profit company differs?
- vii) What major forecasting techniques would you use to identify (1) economic opportunities and threats (2) demographic opportunities and threats? Why these techniques are most appropriate?
- viii) In your opinion, what is the single major benefit of using s strategic management approach to a decision making? Justify your answer.