

Roll No : .....

Total No. of Questions : 7 ]

[ Total No. of Printed Pages : 2

# **BB-410**

**B.B.A. (Part-III) Examination, 2021**

## **BUSINESS POLICY AND STRATEGIC MANAGEMENT**

(For Old Scheme Students as Paper BBA-307)

Paper - BBA-303

*Time : 1½ Hours ]*

[ *Maximum Marks : 70*

### **Section-A**

**(Marks : 2 × 10 = 20)**

**Note :-** All the *ten* questions are compulsory. Each question is to be attempted in **50** words. Each question carries **2** marks.

### **Section-B**

**(Marks : 10 × 3 = 30)**

**Note :-** Attempt any *three* questions out of five. Each question is to be attempted in **500** words. Each question carries **10** marks.

### **Section-C**

**(Marks : 20 × 1 = 20)**

**Note :-** *One* question based on case study is compulsory and carries **20** marks.

### **Section-A**

2 each

1. (i) Define Mission.
- (ii) What do you mean by 'Balanced Score Card' ?
- (iii) What do you mean by 'Mother-Daughter Type Structure' ?
- (iv) What do you mean by 'Inbound Logistics' ?

**BI-80**

( 1 )

**BB-410** P.T.O.

- (v) Define competitive strategy.
- (vi) Define business strategy.
- (vii) What do you mean by Operationalising the Strategy ?
- (viii) What do you mean by tactical plan ?
- (ix) What do you mean by 'Fixing Benchmark of Performance' ?
- (x) Define 'BCG Matrix'.

**Section–B**

10 each

2. How is the choice of strategy made by a firm ? Explain with respect to objective factors giving examples.
3. Consider petrochemicals industry and discuss how the external factors influence the said industry. Use PESTEL analysis to explain the concept.
4. “The five forces framework developed by Michael Porter is the most widely known tool for analysing the competitive environment.” Explain this framework in brief and discuss its relevance in the present COVID-19 context.
5. “Structure follows Strategy.” Discuss the statement and give the various forms of Organisation structure for Strategy Implementation.
6. Select a company of your choice, from your understanding of strategic control decision-making, elaborate how strategic control affects the direction of the company.

**Section–C**

20

7. “The experience curve relationship provides a good framework for managerial considerations for predicting industrial scenario with respect to future costs, profit margins and corresponding cash flows for the manager’s own as well as his/her competitors operations.” Keeping this statement in mind discuss the relationship between experience curve and competitive strategy with the help of relevant examples.