

Roll No. :

Total No. of Questions : 7]

[Total No. of Printed Pages : 2

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B.B.A. (Part-III) Examination, 2023

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Paper - BBA-303

Time : 3 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 :- Answer 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

1. (i) Define Mission.
- (ii) Explain Environment Scanning.
- (iii) Define SWOT.
- (iv) Define ETOP.
- (v) What is Joint Venture ?
- (vi) Explain SAP Analysis.

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- (vii) What is Behavioural Implementation ?
- (viii) What is Value Chain ?
- (ix) What are different modes of Entry ?
- (x) Define Corporate Restructuring.

Section–B

- 2. Explain in detail, the strategic management process.
- 3. What is environmental appraisal ? Explain the components of environment.
- 4. Explain BCG matrix in detail with some suitable examples.
- 5. What do you understand by Resource Allocation ? Explain with some suitable examples.
- 6. Elucidate strategic evaluation and control in an organization.

Section–C

7. **Case Study**

The nascent electric vehicle (4 wheeler) market, which is also known as passenger car market is dominated by Tata Motors, which has a lion's share of 88% with just 3 Ev models.

Though the adoption of electric cars has been slow in India, Tata Motors is giving tough competition to other foreign car manufactures.

Now with the arrival of Mahindra, Maruti and other leading car manufactureres in this segment, the competition is going to very tough.

- (i) Explain Tata Motor's strategy using porter's 5 forces model.
- (ii) According to you, what should be Tata Motor's future strategy ?