

Roll No. :

Total No. of Questions : 7]

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B.B.A. (Part-III) Examination, 2022 BUSINESS POLICY AND STRATEGIC MANAGEMENT

Paper - BBA-303

(For Old Scheme Students as Paper BBA-307)

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 around **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 around **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) What is Competitive Advantage ?
- (ii) What is PIMS Model ?
- (iii) What is Value Chain Analysis ?

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- (iv) What is Corporate Ethics ?
- (v) What is Vision of Business ?
- (vi) What are the Green Economy Strategies ?
- (vii) What is Reengineering Business ?
- (viii) What is Disaster Management ?
- (ix) Why strategic evaluation is essential ?
- (x) Explain the meaning of Knowledge creator.

Section–B

- 2. Describe the process of Strategic Management. Draw showing comprehensively the different elements of Management Process.
- 3. Write a detailed explanatory note on the method and techniques used for organisational appraisal.
- 4. Explain the concept of value chain analysis. How can this be used to evolve a strategy for a firm ? Illustrate.
- 5. Identify and explain recent economic, social, political and technological trends that significantly affects Indian Banks.
- 6. Define various strategic mode for International Entry with their competitive outcome and risks.

Section–C

- 7. India has already marked its presence as one of the fastest growing economies of the world. Since 1991 the regulatory environment in term of foreign investment has been consistently eased to make it investor friendly. Few recent policy measures as given below :
 - (i) Government eases FDI norms in 15 major sector
 - (ii) Townships, shopping complex and business centers all are allowed up to 100% FDI under auto route

- (iii) Private Sector Bank as now allowed FDI up to 14%
- (iv) Up to 100% FDI is now allowed in Coffee, Rubber, Palm oil and Olive oil Plantation via automatic route
- (v) 100% FDI allowed in Medical Devices
- (vi) Manufacturers can now sell their products through wholesale and retail and also through e-commerce without government approval

Questions :

- (a) Are Indian FDI policies providing strength to the 'Make In India' concept ?
- (b) Briefly explain various FDI Policies in India.