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(Printed Pages 3)

(20526)

Roll No

BBA-VI Sem.

18106

B.B.A. Examination, May-2026

STRATEGIC MANAGEMENT AND

BUSINESS POLICY

(BBA-601)

(New Course)

Time : Three Hours]

[Maximum Marks : 75

Note : Attempt **all** the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all questions. $5 \times 3 = 15$

1. What do you understand by strategy?
2. What do you mean by Hierarchy in terms of Management?
3. What do you mean by policy making in Business?
4. What are the key areas involved in the objectives of Top Management?
5. Define Resource Analysis?

P.T.O.

Section-B
(Short Answer Questions)

Note : This section contains three questions, attempt any **two** questions. Each question carries **7.5** marks.

$$2 \times 7.5 = 15$$

6. Explain the nature and importance of Business Policy?
7. Which of the forces of Porter's Five forces model has the greatest influence on profitability of the firms?
8. What are capability profiles? How they can be made. Illustrate with an example?

Section-C
(Descriptive Answer Questions)

Note : This sections contains **five** questions, attempt any **three** questions. Each question carries **15** marks. Answer must be descriptive.

$$3 \times 15 = 45$$

9. Explain in detail about different type of Synergics?

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10. "Corporate Social Responsibility as a business imperative must not be accepted grudgingly or half-heartedly. Instead it must be practiced with full vigor and straight from the heart passion and this certainly helps the companies in the long run'- Critically analyse the statement with Indian examples.
11. Choose any two cellular phone manufacturing companies and compare their competitive advantages with live examples.
12. (i) Discuss the importance of SWOT analysis and ETOP.
(ii) Discuss about GAP analysis.
13. Discuss the analysis of resources and environment in the process of strategy formulation.