

BBA-602(N)

BBA (Semester-VI) Examination-2014

Paper: II

Strategic Management and Business

Policy

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt all the questions. All questions carry equal marks.

1. Write in details about:

(i) Economical

(ii) Social

(i) Primary and Secondary

(iv) Long term and Short terms objectives of business

2. Strategic planning is a 4 step process write in details with example of an hard boiled confectionary company.

3. Environmental analysis is the primary requirement for a business organization what are the methods of external and internal business environment analysis. Write only one internal and one external environment analysis methods in detail.

4. As an business analyst how you measure the strengths and weakness of an organization.

5. Write short notes on any two of the followings:

(a) Corporate, Business and functional strategies.

(b) Difference between strategic management and business policy

(c) Organizational capability profile

(d) Synergy and its relevance.