

AC-1264
BBA - V Sem. Examination, Dec. - 2021
Course : 503

Paper : Business policy
(Main & Re-Exam.)

Time : 1½ Hours

| Maximum Marks : 70

| Min. Marks : 28

Note : There will be ten questions. Attempt any three questions.

1. **What do you mean by Business Policy? Explain its Nature, Scope and difference between Policy and Strategy.**
2. **What is meant by Organisational Culture? Explain in detail with its characteristics.**
3. **What is Mckinsey's 7s model framework for Strategic Management?**
4. **Write a note on:-**
 - (a) **Process of strategic planning**
 - (b) **Environmental scanning**
5. **What is meant by Strategic Choice? Describe the manner in which the process of strategic choice works.**

6. Write a note on:
 - (a) Cost Leadership Strategy
 - (b) Differentiation Strategy
7. What is Strategic control? Explain the different types of strategic control.
8. Explain the Ansoff Model.
9. Explain the role of Leadership in Strategic Implementation.
10. Write a note on PEST Analysis.