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OR

9. What is a portfolio analysis? Explain BCG matrix with the help of a relevant example.

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Roll No. _____

MS-3178

B.B.A. (Semester-VI) Examination, 2015

BUSINESS POLICY

(BBA-601)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer five questions in all. Question No.1 is compulsory. Attempt one question from each Unit.

1. Briefly explain the following: 3 × 10 = 30
- (a) Mission Statement
 - (b) Vision Statement
 - (c) Characteristics of Business Environment
 - (d) SWOT analysis
 - (e) Market Development vs Product Development

(2)

- (f) Cost Leadership
- (g) Differentiation
- (h) Factors affecting environmental appraisal.
- (i) Concentric vs conglomerate diversification
- (j) What is strategic choice?

Unit-I

- 2. "An organization without a strategy is like a ship without a rudder". Elaborate the the statement & discuss the relevance of strategics. 10
- 3. What are the different levels of strategy? Discuss the importance of integration of strategies at these various levels. 10

Unit-II

- 4. Explain Abelis business definition with the help of a suitable example. Draw a neat diagram. 10

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- 5. "A well defined objective is a task half achieved." Taking this statement into regard, explain the importance of objectives & their characteristics briefly. 10

Unit-III

- 6. Why is the study of external environment crucial for business decision making? Discuss the various micro & macro environmental factors and their impact on organization decision making process. 10
- 7. What is organizational appraisal? Explain value chain analysis as one of the methods for organizational appraisal. 10

Unit-IV

- 8. What is a stability strategy? Discuss and explain briefly the different types of stability strategies. 10

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P.T.O.