

S.No. 1505

08UBA14/
08UBX15

(For the candidates admitted from 2008-2009 onwards)

B.B.A./ B.B.A. (CA) DEGREE EXAMINATION,
APRIL/MAY 2018.

Sixth Semester

BUSINESS POLICY AND STRATEGIC
MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. State any two differences between policy and strategy.
2. What do you mean by business policy?
3. What is ETOP analysis?
4. State the dimensions of strategy.
5. What is marketing policy?
6. Define financial policy.
7. What is meant by retrenchment?

8. What functional level strategy?
9. What is social responsibility?
10. What is ethics?

PART B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the functions of business policy.
Or
(b) State the importance of business policy.
12. (a) What are the characteristics of strategic management?
Or
(b) Briefly explain about the TOWS matrix.
13. (a) What are objectives of Production Policy?
Or
(b) Write briefly about the Strategic Business Unit.
14. (a) What are the features of environmental scanning.
Or
(b) Explain the types of Business Level Strategies.

15. (a) Explain the factors governing the business ethics.

Or

- (b) Explain the scope of Social Responsibility.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the steps in the process of policy making in business.
17. Explain the elements and importance of Mckinseys 7-S Model.
18. Discuss the following: (a) Personnel Policy and (b) Production Policy and Planning.
19. Examine the various types of Corporate Strategy in brief.
20. Explain the objectives and benefits of Social Audit.