

(A8)

SARDAR PATEL UNIVERSITY

B.B.A. (ITM) Examination, Semester - VIII

Saturday, 2nd May 2015

Time: 2:30 PM TO 4:30 PM

BUSINESS POLICY & STRATEGIC MANAGEMENT (UM08FBBI03)**Note: Figures in the bracket to the right indicates marks.****Total Marks: 60**

Q-1 (A) What do you mean by term 'business' and 'Business Environment'? (08)
Explain the relationship of business with its environment.

(B) Discuss the importance of Business Environment. (07)

OR

Q-1 What is PESTEL analysis? Discuss the factors considered in PESTEL analysis to analyse business environment. (15)

Q-2 Explain Merger, Take-over and Joint Venture strategies of Business. (15)

OR

Q-2 Write detailed note on:

(A) Turnaround Strategy (08)

(B) Liquidation Strategy (07)

Q-3 What is Competitor Analysis? Discuss Porter's Five Force Model of Competitor Analysis in detail. (15)

OR

Q-3 Write note on:

(A) Mc Kinsey's 7's framework (08)

(B) GE-9 Cell Model (07)

Q-4 Write note on: **(ANY TWO)** (15)

(1) Business Process Reengineering

(2) Benchmarking

(3) Total Quality Management

(4) Six Sigma
