

(A-15) Seat NO: _____

**SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: VIII
2016**

**TUESDAY, APRIL 26
2:30 P.M. to 4.30 P.M.**

UM08FBB103: BUSINESS POLICY & STRATEGIC MANAGEMENT

Total Marks: 60

Note: Figures to the right indicates marks of questions.

- Q:1[A]** What is business environment? Which are the different components of business environment? Explain importance of business environment. **[10]**
- [B]** Narrate concept of business policy. Bring out the distinguishing characteristics of business policy. **[05]**

OR

- Q:1[A]** Write a note on PESTEL analysis. **[08]**
- [B]** "A single objective however specific it may be, is not adequate" Do you agree with this statement? Which in your opinion should be objectives of business? **[07]**

- Q:2[A]** Explain growth strategy with example. Why this corporate strategy is adopted? Explain different types of growth strategy. **[10]**
- [B]** What is merger? What are the reasons for merger? **[05]**

OR

- Q:2[A]** What is liquidation? Under what circumstances will adoption of liquidation strategy be in the interest of the firm? What are the reasons for liquidation of a business firm? **[08]**
- [B]** What is modernization? Give two examples of modernization by Indian companies. List out advantages of modernization. **[07]**

- Q:3[A]** Explain porter's model of five competitive forces. **[10]**
- [B]** Explain gap analysis with figure. **[05]**

OR

- Q:3[A]** Explain McKinsey's 7s model for strategic planning with figure. **[08]**
- [B]** Write a note on: SWOT Analysis. **[07]**

- Q:4[A]** Write a detailed note on Business Process Reengineering (BPR). **[10]**
- [B]** "TQM is quite different from traditional management practices": Elucidate. **[05]**

OR

- Q:4[A]** Write a note on: Six Sigma. **[08]**
- [B]** Explain: Benchmarking. **[07]**
