

SEAT No. _____

No. of Printed Pages : 1

[7/A-15]

SARDAR PATEL UNIVERSITY
BBA (ITM) VIII - SEMESTER (4 Years)

Wednesday, 25th April 2018

02.00 PM to 04.00 PM

Business Policy & Strategic Management (UM08FBB103)

Total Marks: 60

Note: Figures to the right indicate marks of the questions.

Q.1 Explain the strategic objectives of Business. Examine the importance of Business Environment. (15)

OR

Q.1 Elaborate the concept of Business Policy. Examine the analyzing Business Environment. (15)

Q.2 Explain the modernization & diversification of Business. (15)

OR

Q.2 Examine the divestment and liquidation strategies of Turnaround. (15)

Q.3 Elaborate the process of Strategic Choice. Examine the Industry analysis. (15)

OR

Q.3 Describe the SWOT analysis & Boston's Consultancy Group Model. (15)

Q.4 Write a note on ANY TWO. (15)

a. Benchmarking

b. TQM

c. Six Sigma

d. Contemporary Strategic Issues
