

SEAT No. _____

No. of Printed Pages : 01

[4/A-36]

SARDAR PATEL UNIVERSITY

BBA - ITM (VIII – SEMESTER) Examination (CBCS) 4 Years

Monday, 29th April 2019

02.00 PM to 04.00 PM

BUSINESS POLICY & STRATEGIC MANAGEMENT (UM08FBB103)

Total Marks: 60

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

- Q.1. (A) Elaborate the importance of Business Environment. (08)
(B) Examine the relationship between Business and its Environment. (07)

OR

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

- Q.2 Elaborate in detail the retrenchment & combination strategies. (15)

OR

- Q.2 Examine the strategies of Take-over and Joint Venture. (15)

- Q.3 Explain the Gap analysis and Industry analysis. (15)

- Q.3 (A) Examine the model of Boston's Consultancy Group. (08)

- (B) Elaborate the SWOT analysis. (07)

- Q.4 (A) Explain the Issues of Contemporary Strategic. (15)

- (B) Examine in detail the Six Sigma.

OR

- Q.4 Elaborate the Total Quality Management. (15)

— X —