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**BBA(CAM) 5th Semester (N.S.) 2014-17
Examination – November, 2017**

BUSINESS POLICY & STRATEGIC MGT.

Paper BCAMN-501

Time : Three Hours

[Maximum Marks : 80

Refer an
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Ans. candidates should ensure that they have
a complete question paper. No complaint is
ad after examination.

Note : Attempt compulsory question No. 1 from Section-A
and four questions from Section-B (one from each
unit). All questions carry equal marks.

SECTION - A

1. Briefly explain the following
- (a) Evolution of business policy
 - (b) Objectives of decision making
 - (c) Hierarchy of objective
 - (d) Benefits of objective setting

- (e) Synergistic effect
- (f) SWOT analysis
- (g) Elements of strategic leadership
- (h) Problems in strategy or execution

SECTION - B

UNIT - I

1. What is business policy? How is it different from business strategy? Discuss the functions of business policy.
2. Describe the process of strategic management. Who are the participants in this process?

UNIT - II

1. Discuss the functions of a CEO. What role does he play in setting the organisational objectives?
2. Taking a suitable examples, show how the organisational strengths and weaknesses influence the process of objective setting. Where do the objectives fit in strategic management process?

UNIT - III

1. How does an organisation benefit from environment scanning? Which environmental factors should be regularly monitored by the organisation?
2. Explain various techniques used for evaluating strategic alternatives. How is the decision related to choice of strategy taken?

UNIT - IV

1. Explain the nature and importance of strategy evaluation and control. Which kinds of barriers are encountered in it?
2. Write notes on:
 - (a) TQM
 - (b) Marketing research