



BRAINWARE UNIVERSITY

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Term End Examination 2023 Programme – BBA-2018/BBA-2019/BBA-2020 Course Name – Business Policy and Strategy Course Code - BBA601/BBAC601 (Semester VI)

Full Marks: 60 Time: 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

- Choose the correct alternative from the following :
- (i) Select which of the following focuses on supporting the corporate and business strategies?
 - a) Competitive strategy
 - c) Operational strategy
- (ii) The task of strategy choice infers
 - a) developing plans and activities which will improve the organisation's performance and competitive position
 - c) monitoring whether the organisation is achieving good financial performance
- b) Corporate strategy
- d) National strategy
- b) determining how the organisation can be more market and efficiency oriented
- d) keeping the organisation free of debt
- (iii) Please select from the following "The corporate level is where top management directs"
 - a) all employees for orientation
 - c) overall strategy for the entire organization
- (iv) The term 'Stakeholder' is described as
 - a) A person who is not related with a business
 - c) A person who owns a business
- (v) A firm's mission is identified as
 - a) is a statement of a firm's business in which it intends to compete and the customers which it intends to serve
 - c) is mainly intended to emotionally inspire employees and other stakeholders

- b) its efforts to stabilize recruitment needs
- d) overall sales projections
- b) A person who is related with a business
- d) A person who purchases the shares of a business
- b) is an internally-focused affirmation of the organization's financial, social, and ethical goals
- d) is developed by a firm before the firm develops its vision
- (vi) Select among the following the strategy for meeting difficult standardization and quality control of services?
 - a) Industrialize

- b) Customize
- c) Word-of-mouth

d) Both (a) and (b)

a) Age c) Education (viii) Select which of the following is a short term plan? a) Policy c) Both (a) and (b) (ix) Internal Environment is described as a) Not controllable c) Achievable (x) Characteristic of external environment is described as a) Very much controllable c) Professional is board room (xi) The fundamental purpose for the existence of any organization is described by its a) Special Weapons for Operations Timeliness c) Strengths Worldwide Overcome Threats (xiii) Select which of the following is an issue considered in developing corporate strategies. a) What business(es) are we in? c) What resources do we have to implement our strategies? (xiv) Select which is the foundation of blue ocean strategies a) Innovation (xv) An organisation's strategy is descibes as a) remains set in place longer than the mission is developed and objectives are formulated C) tends to be formed at the same time the mission is developed and objectives are formulated C) Education (xv) An organisation's operations (xv) An organisator's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innovation (xv) An organisation's strategy is descibes as a) Innova	(vii) Select which of the following is not a demograph	ohic variable r	
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Group-C (Long Answer Type Questions)

7. Discuss briefly the type of growth strategy with examples.

5 x 6=30

- 8. Discuss the difference between concentric diversification and conglomerate diversification. (5)
- 9. Illustrate differences between vertical and horizontal mergers. Explain with example (5)
- 10. Discuss the importance of the BCG Model? Infer How it helps for formulating corporate (5) strategy
- 11. Explain the reasons for performing the Portfolio Analysis of the companies before taking (5) any strategic decision for acquisition of a company.
- 12. Summarize How do the dynamics of the five forces change over time, and what implications does this have for a company's strategy? (5)

OR

Analyze how can Porter's Five Forces be used in conjunction with other strategic analysis (5) tools such as SWOT analysis and PESTEL analysis to gain a comprehensive understanding of an industry's competitive environment?

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