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Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

## BRAINWARE UNIVERSITY

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

1. Choose the correct alternative from the following :

- (i) Blue print of idea is described as
- |             |              |
|-------------|--------------|
| a) Policies | b) Strategy  |
| c) Plan     | d) Programme |
- (ii) Select which one of the following is not a primary task of strategic managers?
- |   |   |
|---|---|
| a) Establishing strategic objectives              | b) Developing the steps to follow in implementing operational level plans |
| c) Defining the business and developing a mission | d) Developing a strategy  |
- (iii) The three organizational levels are described as
- |  |   |
|--|---|
| a) corporate level, business level, functional level               | b) corporate level, business unit level, functional level     |
| c) corporate strategy level, business unit level, functional level | d) corporate strategy level, business level, specialist level |
- (iv) Select which one of the following is NOT included in the Porter's Five Forces model:
- |   |                                  |
|---|----------------------------------|
| a) Potential development of substitute products | b) Bargaining power of suppliers |
| c) Rivalry among stockholders                   | d) Rivalry among competing firms |
- (v) Select which one is not the type of merger
- |                      |                        |
|----------------------|------------------------|
| a) Horizontal merger | b) Common merger       |
| c) Vertical merger   | d) Conglomerate merger |
- (vi) Select which of the following is NOT an entry barrier to an industry?
- |                                    |                                  |
|------------------------------------|----------------------------------|
| a) expected competitor retaliation | b) economies of scale            |
| c) customer product loyalty        | d) bargaining power of suppliers |
- (vii) Firms with few competitive resources are more likely described as
- |  |  |
|--|--|
| a) to not respond to competitive actions   | b) respond quickly to competitive actions                    |
| c) delay responding to competitive actions | d) respond to strategic actions, but not to tactical actions |

- (viii) A merger that is substantially financed through debt, is described as
- a) Tender offer
  - b) Earn out plans
  - c) Leveraged buy-out
  - d) Cash offer
- (ix) Forecasting tools can be broadly categorized into two groups. Please select among the following
- a) Qualitative, Operational
  - b) Quantitative, Operational
  - c) Qualitative, Quantitative
  - d) Regression and time series analysis
- (x) BCG in BCG matrix is described as
- a) Boston Calmette Group
  - b) British Consulting Group
  - c) Boston Corporate Group
  - d) Boston Consulting Group
- (xi) Select What does Question Mark (?) symbolize in BCG matrix?
- a) Remain Diversified
  - b) Invest
  - c) Stable
  - d) Liquidate
- (xii) Vision is described as
- a) Long term planning
  - b) What we want to achieve
  - c) Short term planning
  - d) None of these
- (xiii) Market penetration strategy can be described as
- a) Increase sale to current customer
  - b) Selling existing product to the existing customers
  - c) Pull the customer from competitors
  - d) selling new product to a new geographic region.
- (xiv) Product development strategy is described as
- a) Product improvement
  - b) New brand
  - c) A & B both
  - d) None of these
- (xv) Please select which statement describes "various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs":
- a) strengths
  - b) core competencies
  - c) capabilities
  - d) customer value

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**Group-B**  
(Short Answer Type Questions)

3 x 5=15

2. Briefly explain what are the seven elements of the framework and how are they interconnected. (3)
3. Discuss the various type of joint ventures. (3)
4. Discuss the need for corporate-level strategy. (3)
5. Explain the four perspectives of the balanced scorecard in detail. (3)
6. Analyze how can economic factors, such as inflation or exchange rates, impact a company's performance. (3)

**OR**

- Analyze how does blue ocean strategy relate to innovation and creativity in business (3)

**Group-C**  
(Long Answer Type Questions)

5 x 6=30

7. Discuss at least two cases of merger and acquisition in India with their result and your over view (5)
8. Explain some real-world examples of companies that have successfully applied Porter's Five Forces model to gain a competitive advantage in their industry? (5)
9. Can SWOT analysis be used by individuals, please infer with suitable example. (5)
10. Explain how often should a company conduct a SWOT analysis, and why is it important to revisit the analysis on a regular basis? (5)

11. Explain some examples of economic factors that can be considered in a PESTEL analysis? (5)
12. Explain some examples of companies that have successfully implemented blue ocean strategy? (5)

**OR**

Analyze the reason for failure of merger in India? Cite some example of merger in Indian business world (5)

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