



WEST BENGAL STATE UNIVERSITY
BBA Honours 5th Semester Examination, 2021-22

BBAACOR11T-BBA (CC11)

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.*

GROUP-A

1. Answer any **five** questions from the following: 2×5 = 10
- (a) What do you mean by policy making in business?
 - (b) Explain the importance of setting of objectives.
 - (c) Explain the relevance of environmental scanning.
 - (d) Explain the concept of functional level strategy.
 - (e) Explain the concept of synergy.
 - (f) Explain the concept of strategy evaluation.
 - (g) Differentiate between Vision and Mission of a company.
 - (h) Explain the concept of Business Merger.
 - (i) Explain the concept of competitive advantage.
 - (j) Differentiate between horizontal and vertical growth strategy.
 - (k) Explain the concept of concentric diversification.
 - (l) What is strategic leadership?
 - (m) What are the functions under strategic surveillance?
 - (n) What is Value Chain Analysis?
 - (o) What is SWOT analysis?

GROUP-B

2. Answer any **four** questions from the following: 5×4 = 20
- (a) State in brief the strategic management process.
 - (b) Discuss the framework of industry analysis.

- (c) Explain the concept of Blue Ocean Strategy.
- (d) What is BCG matrix? What are its uses and limitations?
- (e) What is GE nine cell model? Explain with example.
- (f) 'Resource Allocation is a vital part of strategy' — Explain.
- (g) Distinguish between Offensive strategy and Defensive strategy.
- (h) What are the suitable traits of strategic leadership?
- (i) Differentiate between Transactional and Transformational leaders.
- (j) Discuss the process of preparing a strategy for competitive advantage using core competence.
- (k) Explain the concept of Balanced Score Card with suitable example.
- (l) 'Corporate Social Responsibility helps in reducing inequality' — Explain.

GROUP-C

3. Answer any *two* questions from the following: 10×2 = 20

- (a) Bring out the differences between concentric diversification and conglomerate diversification. How would you evaluate the two as strategic alternatives?
- (b) Explain the significance of strategy formulation. State in brief the process of strategy formulation.
- (c) Explain the role of the strategist in evaluation and control of strategic management.
- (d) What is competitive advantage? Discuss its building blocks. What are the factors affecting the durability of competitive advantage?
- (e) Discuss the role of corporate governance in organizational accountability, with special reference to Corporate India.
- (f) Narrate an Indian case study of international expansion with multi-domestic approach by way of franchising, licensing and joint venture.

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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