



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – APRIL 2013**

**BU 5503 - BUSINESS POLICY & STRATEGY**

Date: 10/05/2013  
Time: 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer all of the following questions:**

**(10x2 = 20 Marks)**

1. Define strategy, give an example.
2. What is a contingency plan?
3. What are the elements of strategic decision?
4. Write a Mission statement for a service firm.
5. What is vertical integration?
6. Identify the main objective of a promotional policy
7. What do you understand by marketing approach to pricing?
8. What are the regulatory elements to be reviewed in procedural implementation?
9. Determine the role of a strategist.
10. Write a short note on SWOT analysis.

**SECTION-B**

**Answer any five of the following questions:**

**(5x8 = 40 Marks)**

11. Discuss the Mechanism of policy making.
12. Explain the major policy issues concerned with the use of capital
13. State the four basic types of strategic control.
14. Briefly explain the internal and external environmental scanning in an organization.
15. 'An effective pricing policy must bear some relationship to cost' explain.
16. Discuss the evaluation techniques for strategic control.
17. Explain the steps in the process of strategic decision making.
18. Identify the dimensions of objectives.

**SECTION-C**

**Answer any two of the following questions:**

**(2x20 = 40 Marks)**

19. Explain the different classifications of business policies.
20. Explain the application of strategic management concept through case study method.
21. Discuss the four grand strategic alternatives of an organization

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