



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

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

**FIFTH SEMESTER – APRIL 2018**

**BU 5503– BUSINESS POLICY & STRATEGY**

Date: 30-04-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART - A**

**Answer ALL the questions:**

**(10x2=20 Marks)**

1. Define business strategy.
2. Write a note on product policy.
3. Define promotional policy.
4. What is vertical integration?
5. How does business policy of non profit organisation differ from others?
6. Define Environmental Scanning.
7. What is Question Mark under BCG matrix?
8. List out the four basic types of strategic control.
9. What is a mission statement?
10. What is case method?

**PART - B**

**Answer any FOUR questions:**

**(4x10 = 40Marks)**

11. Explain the major policy challenges concerning an organization.
12. What are the different levels of operation of a strategy?
13. Analyse the present trends in the study of business policy.
14. Discuss the evaluation techniques for strategic control.
15. How are strategies activated in an organization?
16. Describe the role of leadership in Strategic Management.
17. Explain in detail the various approaches to case analysis.

**PART - C**

**Answer any TWO questions**

**(2x20 = 40Marks)**

18. Explain the different classifications of business policies.
19. What is product life cycle? And why should a strategist know about this concept?
20. Discuss in detail the process of Strategic decision-making.
21. Briefly explain the internal and external environmental scanning in an organization.

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