

F010302T(B)

B. B. A. (Third Semester) EXAMINATION, 2022-23 (NEP) BUSINESS POLICY

Time : One Hour] [Maximum Marks : 37 $\frac{1}{2}$

Note : This paper consists of two Sections A and B. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section—A (Short Answer Type Questions)

Note : All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 3 marks, maximum 150 words each.

P. T. O.

1. (A) What is Strategic Intent ? Write their role in Business Organization.
- (B) Steps in Strategic formulation process.
- (C) Key functions of top level management in Business Organization.
- (D) Economic objectives of Business.
- (E) ETOP analysis of its purpose in strategy.
- (F) Five generic competitive strategies.
- (G) Social objectives of Business Organization. <https://www.csjmuonline.com>

Section—B

(Long Answer Type Questions)

Note : This section contains four questions from which *one* question is to be answered as long question. Each question carries 16 $\frac{1}{2}$ marks, maximum 500 words each.

2. Why a Business organization have to make competitive analysis ? Explain using one tool.
Or
3. Write a note on PESTLE analysis for Environmental Analysis.

[3]

Or

4. What are the different ways through which a business organization attains growth ?

Or

5. Different models are suggested for choice of strategy like BCG, DP, GE. Explain any *one* citing a firm in India.