

Roll No.

Paper Code – F010302T-B

BBA 2nd Year (Semester-III) EXAMINATION, 2023-24
(NEP)

(B) - BUSINESS POLICY

Time : One Hours]

[Maximum Marks : $37\frac{1}{2}$

Note- This paper consists of three Section A, B and C.

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- This section contains seven questions from which **Two** questions is to be answered as short answer type question. Each question carries **6.25** marks.

1. (A) Define Mission in Your Own Words.
(B) What is meant by being a first mover in an Industry ?
(C) Explain what is meant by business level strategy ?

- (D) What is the importance of PESTLE analysis in corporate world ?
- (E) Draw the diagram of Mckinsey's 7S Framework.
- (F) Elucidate SWOT Analysis.
- (G) List out what are the different ways to entering into the foreign markets.

Section-B

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 2. Select an Industry of your choice. Identify Porter five forces of competition in that Industry.

(Or)

- 3. Discuss the different types of merger and acquisition strategies.

Section-C

(Long Answer Type Questions)

Note- This section contains two questions from which **one** question is to be answered as long question. Each question carries **12.5** marks.

- 4. Describe the GE Nine cell matrix technique used for analyzing corporate portfolio.

(Or)

- 5. Discuss Michael Porter approach to defining generic strategies.

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