

(A-15) Seat NO: \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**  
**BBA (ITM) SEM: VIII**  
**2016**

**TUESDAY, APRIL 26**

**2:30 P.M. to 4.30 P.M.**

**UM08FBB103: BUSINESS POLICY & STRATEGIC MANAGEMENT**

**Total Marks: 60**

**Note: Figures to the right indicates marks of questions.**

**Q:1[A]** What is business environment? Which are the different components of business environment? Explain importance of business environment. **[10]**

**[B]** Narrate concept of business policy. Bring out the distinguishing characteristics of business policy. **[05]**

**OR**

**Q:1[A]** Write a note on PESTEL analysis. **[08]**

**[B]** "A single objective however specific it may be, is not adequate" Do you agree with this statement? Which in your opinion should be objectives of business? **[07]**

**Q:2[A]** Explain growth strategy with example. Why this corporate strategy is adopted? Explain different types of growth strategy. **[10]**

**[B]** What is merger? What are the reasons for merger? **[05]**

**OR**

**Q:2[A]** What is liquidation? Under what circumstances will adoption of liquidation strategy be in the interest of the firm? What are the reasons for liquidation of a business firm? **[08]**

**[B]** What is modernization? Give two examples of modernization by Indian companies. List out advantages of modernization. **[07]**

**Q:3[A]** Explain porter's model of five competitive forces. **[10]**

**[B]** Explain gap analysis with figure. **[05]**

**OR**

**Q:3[A]** Explain McKinsey's 7s model for strategic planning with figure. **[08]**

**[B]** Write a note on: SWOT Analysis. **[07]**

**Q:4[A]** Write a detailed note on Business Process Reengineering (BPR). **[10]**

**[B]** "TQM is quite different from traditional management practices": Elucidate. **[05]**

**OR**

**Q:4[A]** Write a note on: Six Sigma. **[08]**

**[B]** Explain: Benchmarking. **[07]**

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