

A-1130

Total Pages : 3

Roll No.

BBA (N)-504

Business Policy and Strategic Management

Examination February, 2026

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections 'A' and 'B'. Attempt the questions contained in these Sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-A

Long Answer Type Questions (2×19=38)

Note :- Section 'A' contains Five (05) Long-answer type questions of Nineteen (19) marks each. Learners are required to answer any *two* (02) questions only.

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(1)

P.T.O.

1. Critically justify this statement : "Policy is as good as its implementation." Examine implementation challenges.
2. Explain the nature of strategy highlighting its key characteristics. Explain the levels of strategy with suitable organizational illustrations.
3. Discuss the steps involved in the strategic planning process. Explain the difference between strategic planning and strategic management.
4. What is Environmental Appraisal ? Discuss SWOT analysis as a tool of environmental appraisal.
5. Critically evaluate structural changes in strategic implementation. Analyse structural alignment for strategic success.

Section–B

Short Answer Type Questions (4×8=32)

Note :- Section 'B' contains Eight (08) Short-answer type questions of Eight (08) marks each. Learners are required to answer any *four* (04) questions only.

1. Describe role of organizational behaviour in strategy.
2. Critically evaluate functional alignment in strategy execution.
3. Explain Strategic Control. Describe types of strategic control.
4. Evaluate technology as a competitive weapon. Analyse strategic implications of technological disruption.
5. Critically evaluate Blue Ocean Strategy applicability.
6. Critically evaluate Porter's generic strategies.
7. Write a short note on retrenchment strategies.
8. Evaluate the role of environmental scanning in strategy formulation.
