



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2016

BU 5503 – BUSINESS POLICY & STRATEGY

Date: 29-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION A

ANSWER ALL THE QUESTIONS

(10x2=20 Marks)

1. What is social audit?
2. Name any four factors affecting development of a business.
3. Give any two differences between strategy and tactics.
4. Define business policy.
5. What do you mean by pricing?
6. Write short notes on: Mission statement.
7. State the need for Bottom up investment strategy.
8. What are fragmented industries?
9. What is 'stick to the knitting' strategies?
10. What is GAP analysis?

SECTION-B

ANSWER ANY FIVE QUESTIONS

(4x10=40 Marks)

11. What are the features of business policies?
12. Explain the process of takeover.
13. What is Expansion through Internationalization?
14. Explain value chain analysis.
15. Explain the factors determining the nature of industry.
16. What is the role of mission in strategy formulation?
17. What are the dimensions of business definition?

SECTION-C

ANSWER ANY TWO QUESTIONS

(2 x 20= 40 Marks)

18. Discuss the key factors of business environment to be considered for analysing a business.
19. Explain the strategic management process.
20. Explain Porter's industry analysis.
21. Explain briefly different types of major business policies.

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