



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – NOVEMBER 2013**

**BU 5503 – BUSINESS POLICY & STRATEGY**

Date : 07/11/2013  
Time : 9:00 - 12:00

Dept. No.

Max. : 100 Marks

**PART-A**

**Answer ALL of the following questions:**

**(10x2 = 20 Marks)**

1. What are the elements of strategic decision?
2. What do you understand by premises of control?
3. Define business policy.
4. Write a Mission statement for a service firm.
5. What is vertical integration?
6. Identify the main objective of a promotional policy
7. What do you understand by marketing approach to pricing?
8. What are the regulatory elements to be reviewed in procedural implementation?
9. State the four basic types of strategic control?
10. Write a short note on strategic gap analysis.

**PART-B**

**Answer any FIVE of the following questions:**

**(5x8 = 40 Marks)**

11. Discuss the Mechanism of policy making.
12. Explain the major policy issues concerned with the use of capital.
13. Determine the role of a strategist.
14. Briefly explain the internal and external environmental scanning in an organization.
15. Analyse the guidelines for case discussion and group discussion.
16. Identify the characteristics of objectives.
17. Explain the steps in the process of strategic decision making.
18. Discuss the evaluation techniques for strategic control.

**PART-C**

**Answer any TWO of the following questions:**

**(2x20 = 40 Marks)**

19. What are the different approaches to case analysis?
20. Explain the different classifications of business policies.
21. Discuss the steps involved in implementation of strategies.

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