



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – NOVEMBER 2014

BU 5503 - BUSINESS POLICY & STRATEGY

Date : 01/11/2014
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer ALL the questions: Explain the following terms:

(10x2=20)

1. Business Policy
2. Branding
3. SBU
4. Recruitment Policy
5. Mission
6. Environmental Scanning
7. Strategic Control
8. Corporate Culture
9. Case study
10. Strategic Audit

PART – B

Answer any FIVE questions:

(5x8=40)

11. What are the features of Business Policy?
12. Explain the factors influencing consumer behavior.
13. Explain the contents of Promotion Policy.
14. What is Strategic Management? Why is it needed?
15. Discuss the impact of international environment on domestic business
16. Describe the role of leadership in Strategic Management.
17. Distinguish between Strategic control and Operational control.
18. What are the objectives of Case Analysis?

PART - C

Answer any TWO questions:

(2x20=40)

19. “Management of funds of an organization is more important than finding sources of funds:”. Discuss.
20. Discuss in detail the process of Strategic decision-making.
21. Analyse evaluation process for Operational Control.

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