

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION

FIFTH SEMESTER – APRIL 2010

BU 5503 - BUSINESS POLICY & STRATEGY

Date & Time: 27/04/2010 / 1:00 - 4:00

Dept. No.

Max. : 100 Marks

SECTION A

Answer all the questions

10 x 2 = 20 marks

1. State any two objectives of a pricing policy.
2. What are 'cash cows'?
3. What is mission?
4. Differentiate between policy and strategy.
5. Give the importance of a good distribution policy.
6. State the use of group discussion method in policy formulation.
7. Define strategic control.
8. How does a good promotion policy help marketing of goods?
9. Write a note on seniority vs. merit in personnel policy.
10. What are planning premises?

SECTION B

Answer any Five questions

5 x 8 = 40 marks

11. Describe important techniques of evaluating strategies.
12. Explain the scope of personnel policies.
13. What are the components of production management?
14. What is environmental scanning?
15. Write a note on SWOT Analysis.
16. Describe the important aspects to be taken into account. When formulating a purchase policy?
17. Who are strategists? What is their role in corporate management?
18. State the guidelines to be followed for the successful implementation of strategies.

SECTION C

Answer any Two questions

2 x 20 = 40 marks

19. What is case method? How does it help in strategic management?
20. Explain operational strategy and policy strategy with suitable examples.
21. Describe the important types of business policies.

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