



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

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

**FIFTH SEMESTER – NOVEMBER 2024**

**BU 5503 – BUSINESS POLICY & STRATEGY**



Date: 14-11-2024

Dept. No.

Max. : 100 Marks

Time: 09:00 am-12:00 pm

**SECTION A**

**Answer ANY FOUR of the following**

**4 x 10 = 40 Marks**

1. Describe the policy challenges faced by an organization.
2. Briefly outline the current trends in business policy studies.
3. Explain the process of policy formulation.
4. Highlight the various objectives of business policy.
5. Explain any four methods and techniques used for environmental scanning.
6. Differentiate between policy and strategy.
7. Explain the role of leadership in strategic management.
8. Discuss the strategies used in a marketing information system.

**SECTION B**

**Answer ANY THREE of the following**

**3 x 20 = 60 Marks**

9. Explain the various stages of product life cycle? and explain its strategies with an example.
10. Discuss in detail the process of Strategic decision-making.
11. Summarize the internal and external environmental scanning conducted within an organization.
12. Describe the various classifications of business policies.
13. Discuss in detail the structural, functional, and behavioural aspects of strategy implementation.
14. Enumerate the different traditional methods of performance appraisal.

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