

8. How resource audit is done for knowing growth potential in the market?
9. Write a note on market opportunity factors for a new business firm in India.

----- X -----

Roll No. :

Total No. of Questions : 9] [Total No. of Printed Pages : 4

F010302T(B)

BBA (Sem.-III) Examination, 2024-25

(Major)

BUSINESS POLICY

Time : 1½ Hours]

[Maximum Marks : 75

Note : 1. Attempt questions from all sections as directed.

2. The candidates are required to answer only in serial order. If there are many parts of a question, answer them in continuation.

3. "B" copy will not be provided.

Section-A

Short Answer Type Questions

Note : Attempt any four questions. Each question carries 6.25 marks. [6.25×4=25]

F010302T(B)/4280

(4)

F010302T(B)/4280

(1)

Turn Over

1. Write notes on the following :

- (a) What information a business organization want to share with its stakeholders?
- (b) Write a note on different economic objectives of a business organization.
- (c) Value chain
- (d) McKinsey's 7s framework
- (e) How a business organization attain competitive advantage
- (f) Explain different tools used for internal environmental analysis
- (g) Generic competitive strategies
- (h) Retrenchment strategies
- (i) Components of strategic intent

Section-B

Long Answer Type Questions

Note : Attempt **any two** questions from the following. Each question carries **12.5** marks. [12.5×2=25]

- 2. How a business organisation mapped its strength and weakness?
- 3. What are various threats for business organisation?
- 4. What different ways a business organisation make their growth?
- 5. How BCG Matrix helps in choosing the strategy?

Section-C

Long Answer Type Questions

Note : Attempt **any two** questions from the following. Each question carries **12.5** marks. [12.5×2=25]

- 6. Write different ways to enter into foreign market by a domestic business firm.
- 7. How suitability, feasibility and acceptability is decided for making choice of a strategy?