

DKM COLLEGE FOR WOMEN (AUTONOMOUS),VELLORE-1.

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK - EVEN SEMESTER 2018

BUSINESS POLICY STRATEGIC MANAGEMENT

CLASS: BBA

SECTION-A

2 MARKS

1. Define Business Policy.
2. Write a short note on Evolution of Business Policy?
3. Types of Functional Areas.
4. What is Strategic Management?
5. Define Strategic Planning?
6. Define Strategic Management?
7. Explain BCG matrix?
8. What are corporate strategies?
9. Discuss the benefits of strategic management.
10. Define strategic decision making.
11. Types of Business strategies
12. Define vertical and horizontal diversification.
13. Advantages of Disadvantages of Passive Research and Development.
14. Types of Diversification strategies?
15. Types of corporate strategies?
16. Define stability strategies.
17. Types of Retrenchment strategy?
18. Meaning of External growth strategy?
19. Define merger.
20. Define acquisition.
21. Define joint venture.
22. Discuss various roles of organizational structure.
23. Define Amalgamation.
24. Different between Merger and Acquisitions.
25. Meaning of organization structure.

26. Role of organization structure.
27. Evaluation of organization structure.
28. Forces of organization change.
29. Define Implementation strategy.
30. Meaning of Implementation strategy.
31. What are elements of strategy implementation?
32. Define strategic leadership.
33. What do you mean by ERP?
34. What are benefits of ERP?
35. What do you mean by SAP?
36. Draw the strategic control process.

SECTION-B

5 MARKS

1. Explain goals.
2. What is the need for mission statement?
3. What are steps in analyzing corporate capability?
4. Explain marketing function of business in brief.
5. What are objectives of business?
6. What are limitations of strategic management?
7. Discuss various characteristics of strategic decision making.
8. What are differences between strategic planning and strategic management?
9. Explain limitations of strategic planning.
- 10 Explain portfolio analysis.
11. What are different types of retrenchment strategies?
12. What are reasons to pursue stability strategy?
13. Explain vertical integration.
- 14 What are reasons for retrenchment?
15. Discuss various possible strategy variations.
16. What is significance of merger?
17. What are problems of acquisition?
18. What are the reasons to pursue joint venture?
- 19 .Discuss various stages of structural development.
20. What do you understand by nature of strategy implementation?

21. What are functions of strategic leadership?
22. Discuss social responsibilities.
23. What are the features of ERP?

SECTION-B

10 MARKS

1. Write about Evolution of business policy and the nature of business policy?
2. Explain about the importance of business policy?
3. Explain about the purpose and objectives of business policy?
4. What are the components of portfolio analysis? Explain BCG matrix.
5. Describe directional policy matrix.
6. What are the techniques of portfolio analysis? Explain project life cycle & GE matrix.
7. What is corporate strategy? Write the Nature and Scope of corporate strategy.
8. Explain the business level sub-strategy.
9. Explain in detail the different growth strategies.
10. Define Diversification. What are the advantages and disadvantages of pursuing diversification?
11. Explain about the Horizontal and Vertical Diversification.
12. Describe the active and passive alternatives.
13. Describe Joint venture and acquisition. What is significance of JV?
14. Explain organizational structure and corporate development.
15. Write a short note about Amalgamation, Line and staff function.
16. Describe the implementation process of strategy. What are issues in strategy implementation?
17. Explain behavioral aspects in strategy implementation. What are various leadership styles?
18. Define SAP. What are its functional features and difficulties in the implementation?
19. Explain ERP features and application packages.
20. Describe about Baan, Marshall.