

D.K.M.COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL - 2016

CBA6A

BUSINESS POLICY AND STRATEGIC MANAGEMENT

Time : 3 Hrs

Max.Marks : 75

SECTION-A (10 x 2 =20)

Answer ALL the questions.

1. What do you mean by business policy?
2. Define a strategy.
3. What is meant by strategic planning?
4. What is product life cycle?
5. What is meant by SWOT Analysis?
6. What is Horizontal Integration?
7. What is Merger?
8. Define Organization structure.
9. Define the Term Organization climate.
10. What is ERP?

SECTION-B (5 x 5 =25)

Answer any FIVE of the following questions.

11. What are the features of Business policy?
12. Explain BCG Matrix.
13. Explain the Generic Strategic alternatives.
14. What is merger? Write its merits.
15. Discuss about the implementation of strategy.
16. What are growth strategies? Explain their merits and drawbacks.
17. What is meant by leadership? Explain.
18. What is organization structure? Explain its types.

SECTION-C (3 x 10 =30)

Answer ALL the questions.

19. (a) Define policy. Discuss the kinds of a business policy and its importance.

(Or)

- (b) What is strategy? Explain the types of strategy and their characteristics.

20. (a) Explain the types of Leadership.

(Or)

- (b) Explain strategy implementation and its process.

21. (a) Define Leadership and Theories of leadership.

(Or)

- (b) Explain sub – strategies of growth strategy.

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