G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.
(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE	U21BB513	BUSINESS POLICY AND STRATEGY

Date & Session: 13.11.2024 / FN   **Time : 3 hours**   **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Policy is typically an inward looking document while _____ is typically both inward and outward looking. a) Strategy b) Vision c) Objective d) None of these
CO1	K2	2.	Which of the following is a benefit of strategic management? a) Improved efficiency b) Increased innovation c) Enhanced competitiveness d) All of these
CO2	K1	3.	What is the primary purpose of a joint venture strategy? a) To expand into a new market b) To increase market share c) To share risks and resources with another company d) To reduce competition
CO2	K2	4.	Which of the following is a guideline for formatting objectives? a) Make them long-term only b) Make them short-term only c) Make them specific, measurable, achievable, relevant, and time-bound (SMART) d) Make them general and vague
CO3	K1	5.	What is the purpose of the GE Nine-Cell Matrix in strategic management? a) To identify areas for cost reduction b) To identify areas for investment and growth c) To identify areas for divestment or exit d) To evaluate an organization's overall performance
CO3	K2	6.	What is the purpose of the "Go" quadrant in the DPM? a) To prioritize projects for investment b) To identify areas for cost reduction c) To evaluate an organization's overall performance d) To identify areas for divestment
CO4	K1	7.	which of the following is a key element of strategic implementation? a) Goal setting b) Recourse allocation c) Performance measurement d) All of the above
CO4	K2	8.	What is the primary purpose of resource allocation in strategic implementation? a) To identify goals and objectives b) To assign tasks and responsibilities c) To allocate resources to support strategic initiatives d) To evaluate performance

CO5	K1	9.	What is Premise Control? a) A security measure to control access to a building b) A system to monitor and control electrical equipment c) A method to manage and control IT infrastructure d) A process to control and monitor environmental factors
CO5	K2	10.	What is Special Alert Control? a) A system to detect and respond to emergency situations b) A protocol to handle sensitive information c) A procedure to manage critical infrastructure d) A method to control access to restricted areas

Course Outcome	Bloom's K-level	Q. No.	**SECTION – B (5 X 5 = 25 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	11a.	Identify the challenges for strategic management. **(OR)**
CO1	K3	11b.	Discover the difference between mission and vision.
CO2	K3	12a.	Formulate objectives. **(OR)**
CO2	K3	12b.	Identify the importance of objectives.
CO3	K4	13a.	Analyse the environmental appraisal. **(OR)**
CO3	K4	13b.	Examine the process of strategic choice.
CO4	K4	14a.	Analyse the issues in strategic implementation. **(OR)**
CO4	K4	14b.	Illustrate resource allocation.
CO5	K5	15a.	Assess the importance of strategic evaluation and control. **(OR)**
CO5	K5	15b.	Evaluate strategic surveillance.

Course Outcome	Bloom's K-level	Q. No.	**SECTION – C (5 X 8 = 40 Marks)** **Answer ALL Questions choosing either (a) or (b)**
CO1	K3	16a.	Identify the levels which strategy operates. **(OR)**
CO1	K3	16b.	Apply the benefits of strategy management.
CO2	K4	17a.	Discuss the kinds of strategy. **(OR)**
CO2	K4	17b.	Analyse the guidelines for formulating strategies.
CO3	K4	18a.	Analyse BCG Matrix. **(OR)**
CO3	K4	18b.	Examine the industry and competitor analysis.
CO4	K5	19a.	Evaluate structural implementation. **(OR)**
CO4	K5	19b.	Critically examine the Functional implementation.
CO5	K5	20a.	Prioritize the barriers in strategic evaluation. **(OR)**
CO5	K5	20b.	Assess the characteristics of Strategic evaluation and control.