



PROGRAMME AND BRANCH: B.B.A.

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

Date & Session: 03.11.2025/FN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	<p>What is business policy?</p> <p>a) A set of financial rules for organizations b) Guidelines and frameworks that direct decision-making in a business c) The study of customer behavior in business d) A government regulation on businesses</p>
CO1	K2	2.	<p>What is the first step in the strategic management process?</p> <p>a) Strategy implementation b) Strategy evaluation c) Environmental scanning d) Performance measurement</p>
CO2	K1	3.	<p>Which of the following is a corporate-level strategy?</p> <p>a) Market segmentation strategy b) Pricing strategy c) Diversification strategy d) Sales promotion strategy</p>
CO2	K2	4.	<p>Michael Porter's Generic Strategies include all of the following EXCEPT:</p> <p>a) Cost Leadership b) Differentiation c) Focus d) Mergers and Acquisitions</p>
CO3	K1	5.	<p>What is SWOT analysis used for?</p> <p>a) Evaluating stock market trends b) Analysing a company's internal and external environment c) Creating job descriptions d) Determining employee salaries</p>
CO3	K2	6.	<p>A company expanding its product line within its existing market is following which strategy?</p> <p>a) Market penetration b) Backward integration c) Forward integration d) Joint venture</p>
CO4	K1	7.	<p>The BCG (Boston Consulting Group) Matrix classifies business units into which categories?</p> <p>a) Leaders, Followers, Innovators, and Investors b) Stars, Cash Cows, Question Marks, and Dogs c) High-Value, Low-Value, Medium-Value, and No-Value d) Strengths, Weaknesses, Opportunities, and Threats</p>
CO4	K2	8.	<p>Which of the following is an example of a functional-level strategy?</p> <p>a) Corporate restructuring b) Human resource development strategy c) Merger and acquisition strategy d) International expansion</p>

CO5	K1	9.	Which type of strategy focuses on gaining a competitive edge through unique product features? a) Cost Leadership b) Differentiation c) Focus d) Vertical Integration
CO5	K2	10.	What is a mission statement? a) A short-term financial plan b) A statement defining the organization's purpose and values c) A strategy for entering new markets d) A list of rules for employees
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.	Demonstrate the challenges of strategic management. (OR)
CO1	K3	11b.	Explain the benefits of strategic management.
CO2	K3	12a.	Compute the objectives of strategies. (OR)
CO2	K3	12b.	Construct the importance of contingency strategies.
CO3	K4	13a.	Analuse the BCG matrix in detail. (OR)
CO3	K4	13b.	Illustrate the TWOS matrix in detail.
CO4	K4	14a.	Infer the relationship between functional implementation vs behavioural implementation. (OR)
CO4	K4	14b.	Correlate the procedure for strategic implementation.
CO5	K5	15a.	Describe the importance of strategic control. (OR)
CO5	K5	15b.	Explain the barriers in strategic evaluation.

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.	Summarise the criteria of an effective strategic business. (OR)
CO1	K3	16b.	Elaborate the key elements of strategic management.
CO2	K4	17a.	Identify the effective guidelines for formulating strategic objectives. (OR)
CO2	K4	17b.	Show the procedure for business takeover and joint venture.
CO3	K4	18a.	Enumerate the objectives of strategy formulation. (OR)
CO3	K4	18b.	Difference between Divestment strategies vs Liquidation Strategies.
CO4	K5	19a.	Examine the issues of strategic implementation. (OR)
CO4	K5	19b.	Distinguish between resource allocation vs structural implementation.
CO5	K5	20a.	State the nature of strategic evaluation. (OR)
CO5	K5	20b.	List out the procedure for strategic surveillance.