

Dr. MPS Memorial College of business Studies, Agra

Business Policy (503)

BBA 5th semester

Question bank (Essay type questions)

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Q1. Define business policy and its importance. How it is different from strategy?

Q2. Classify business policy and the steps to form business policy.

Q3. Define the following/Write short note on

- A. Strategic management and its need
- B. Factors affecting business plans

Q4. Differentiate the following

- A. Vision and mission
- B. Policy and strategy
- C. Objectives, goals and aim

Q5. Discuss in detail:-

- A. PEST analysis
- B. PESTEL analysis
- C. SWOT analysis
- D. SAP and CSF analysis
- E. ETOP analysis
- F. 7s framework

Q6. Define corporate governance and its importance. What are the elements of corporate governance?

Q7. What is strategy how it is different from tactics? Discuss levels of business strategy in detail.

Q8. What do you understand by strategic management, Strategic planning and Strategic choice?

Q9. Define diversification. Why it is important? What are the various forms of diversification?

Q10. Write a short note on

- A. Cost leadership
- B. Differentiation
- C. Joint venture
- D. Competitive advantage

Q11. Define BCG matrix. What are its advantages and limitations of BCG MATRIX?

Q12. How BCG matrix is connected with product life cycle? Discuss this with an appropriate example of any company.

Q13. Discuss about strategies given in BCG matrix and how these strategies are applied in GeNine cell model?

Q14. What is Ansoff Matrix? Discuss about advantages and limitations of Ansoff matrix.

Q15. Discuss the term Gap analysis. What are the various form of gap and reasons of gap? How to get over them?