

**DR. MPS MEMORIAL COLLEGE OF BUSINESS STUDIES,
AGRA
BACHELOR OF BUSIENSS ADMINISTRATION
BUSINESS POLICY (503)
QUICK REVISION QUESTIONS**

Q1. Define Business Policy and its importance. How it is different from strategy?

Q2. Define corporate strategy. Discuss the objectives and significance of corporate strategy.

Q3. Explain GE Model and different components of it. What are the objectives of implementing GE Model in an organisation?

Q4. Differentiate between-

- a. Vision and Mission**
- b. Policy and Strategy**
- c. Objectives, Goals and Aim**

Q5. Classify business policy and steps to form business policy.

Q6. What is Strategic Analysis? Discuss the BCG Model as a tool for Strategic Analysis.

Q7. Explain the role of strategic evaluation and control.

Q8. What do you mean by resource analysis? State the purpose of resource analysis.

Discuss the VRIO framework.

Q9. What are the Mintzberg's 5P's of strategy?

Q10. Discuss in detail-

- a. PEST Analysis.**
- b. SWOT Analysis.**
- c. SAP and CPF Analysis.**
- d. ETOP Analysis.**

Q11. Define Corporate Governance and its importance. What are the elements of corporate governance?

Q12. What is Ansoff Matrix? Discuss about advantages and limitations of Ansoff Matrix.

Q13. Discuss the term Gap Analysis. What are the various form of gap and reasons of? How to get over them?

Q14. Define the following-

- a. Strategic Management and its need.**
- b. Factors affecting business plan.**

Q15. What do you understand by Strategic Management, Strategic Choice and Strategic Planning?