

W-2961(A)

B.B.A. (Sixth Semester) Examination, (Second Chance) June-2020

BUSINESS POLICY

Paper - 601

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note : Attempt **all** questions.

Unit - I

Q.1. What is meant by corporate strategy? Explain the various levels of strategy. 8

Unit - II

Q.2. How a business policy is administered? Explain the process of controlling a business policy. 8

Unit - III

Q.3. Discuss the following: 8
a) Strategic alternatives.
b) Organisation appraisal.

Unit - IV

Q.4. What is meant by behavioral implementation? Explain: 8
a) Corporate culture
b) Business ethics

Unit - V

Q.5. What is operational control? Explain the various techniques of operational control. 8

