

W-2961

B.B.A. (Sixth Semester) Examination, 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 are the essentials of a good business policy? Give difference between policy and strategy. 8

Unit - II

- Q.2. How a business policy is formulated? Explain the steps in implementation of a business policy. 8

Unit - III

- Q.3. What do you mean by strategy formulation? Explain the components of environmental appraisal. 8

Unit - IV

- Q.4. What is strategy implementation? What are its steps? Explain the process of strategy implementation? 8

Unit - V

- Q.5. What is the need of strategy evaluation? Discuss the process of strategy evaluation. 8

