

Roll No.

Y – 2848

B.B.A. (Sixth Semester) EXAMINATION, May/June-2021

Paper – 601

BUSINESS POLICY

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions.

Unit-I

1. What do you understand by the term ‘business policy’ ? Explain its purpose and objectives. 8

Unit-II

2. What do you understand by policy formulation and policy implementation ? Explain. 8

Unit-III

3. What is Environmental appraisal ? Explain environmental scanning. 8

Unit-IV

4. What do you understand by strategy implementation ? Explain how structural implementation of strategy is done ? 8

Unit-V

5. What do you understand by strategic control ? What are the basic types of control ? 8

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