

TDC Even Semester Exam., 2019

UNIT—II

BUSINESS ADMINISTRATION

(4th Semester)

Course No. : BBAE-402

(Business Policy and Strategy)

Full Marks : 50

Pass Marks : 17

Time : 2 hours

*The figures in the margin indicate full marks
for the questions*

Answer **five** questions, taking **one** from each Unit

UNIT—I

1. Why is business policy needed for a business? Discuss business policy prior to scientific management. 4+6=10
2. Discuss briefly the business policy in scientific management and business policy in post-scientific management. 5+5=10

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(Turn Over)

3. Discuss the nature and scope of business policy. 10
4. Discuss the importances and limitations of business policy. 10

UNIT—III

5. What do you mean by environmental scanning? Why is it needed? 5+5=10
6. Discuss the factors influencing corporate strategy. 10

UNIT—IV

7. Discuss the nature of corporate planning. 10
8. Discuss the process of corporate planning. 10

UNIT—V

9. Discuss the steps in effective strategy. 10
10. Write short notes on the following : 5×2=10
 - (a) Types of business strategy
 - (b) Corporate self-appraisal

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