



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.B.A. DEGREE EXAMINATION – BUSINESS ADMINISTRATION**

**FIFTH SEMESTER – APRIL 2017**

**BU 5503- BUSINESS POLICY & STRATEGY**

Date: 22-04-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART – A**

Answer **ALL** the questions:

**(10 x 2 = 20)**

1. What is business policy?
2. List any two major business policies.
3. Define product policy.
4. State any four goals of business.
5. Define Planning.
6. Who is a change catalyst?
7. What is feasibility study?
8. Expand 'PESTLE'.
9. What is strategic intent?
10. How are strategies activated in an organisation?

**PART – B**

Answer any **FOUR** questions:

**(4 X 10 = 40)**

11. Bring out briefly the present trends in the study of business policy.
12. Explain the effectiveness of group discussion method in strategic decision-making.
13. Differentiate between policy and strategy.
14. Describe the vital role of strategist in Indian business.
15. Explain the role of organisational system in strategic evaluation.
16. Discuss the strategies in marketing information system.
17. Explain the different levels of operation of a strategy.

**PART – C**

Answer any **TWO** questions:

**(2 X 20 = 40)**

18. Explain in detail the structural, functional & behavioural implementation of strategies.
19. Enumerate the various traditional methods of performance appraisal.
20. Explain human resource policy in detail.
21. Explain the technique of strategic evaluation and control in the current scenario.

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