

**2025**

**BUSINESS ADMINISTRATION — HONOURS**

**Paper : BBAA-601-C13**

**(Business Policy and Strategy)**

**Full Marks : 80**

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**Group - A**

1. Answer *any five* questions : 2×5
- (a) Define Strategic Business Unit.
  - (b) What do you mean by Strategic Surveillance?
  - (c) Define 'Mission' and 'Vision' of a company.
  - (d) Why is Turnaround Strategy important?
  - (e) What do you mean by Corporate Restructuring?
  - (f) Why does a company opt for Retrenchment Strategy?
  - (g) Define 'Stars' according to BCG Matrix.
  - (h) Mention any two benefits of Joint Venture.

**Group - B**

2. Answer *any five* questions : 4×5
- (a) Write a short note on Forward Integration Strategy.
  - (b) Distinguish between Strategic Control and Operational Control.
  - (c) What are the different types of Mergers? Give appropriate examples.
  - (d) Explain the usefulness of SWOT Analysis for an organization.
  - (e) Bring out the differences between objectives and goals.
  - (f) How does GAP Analysis help in assessing the strategic capabilities of an organization?
  - (g) Enlist the major activities, as applicable in case of Value Chain Analysis.
  - (h) State the advantages and limitations of Franchising.

**Please Turn Over  
(1275)**

**Group - C****3. Answer *any five* questions :**

- (a) Provide logical relationships between Corporate Level Strategies, Business Level Strategies and Functional Level Strategies with appropriate examples. 10
- (b) Explain the components and perspectives of Balanced Scorecard. Discuss its relevance in Strategic Implementation. 7+3
- (c) Elaborate the process in designing an effective Strategic Control System. 10
- (d) Discuss Porter's Five Forces Model, in understanding the competitive landscape of Healthcare Industry. 10
- (e) Briefly explain how core competency can lay down the foundation for desired competitive advantages of the organization. 10
- (f) Explain the GE Matrix, with the help of a suitable diagram. How does it help to evaluate strategic alternatives? 6+4
- (g) 'Structure follows Strategy.' — Discuss the statement and give the various forms of organization structure for strategy implementation. 10
- (h) Write short notes on *any two* of the following : 5×2
- (i) Corporate parenting
  - (ii) Insolvency and Bankruptcy Code (IBC)
  - (iii) Hofer's Product / Market Evolution Matrix
  - (iv) Blue Ocean Strategy.
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