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Register No. :

Name of the Candidate :

B.B.A. DEGREE EXAMINATION, 2015
(TELECOM MANAGEMENT)
THIRD YEAR
(PART – III -- PAPER–XII)

350. BUSINESS POLICY AND STRATEGIC MANAGEMENT

May)

(Time: 3 Hours

Maximum: 100 Marks

SECTION –A

(10×2=20)

Answer any TEN questions
All questions carry equal marks

1. Define Business.
2. What is Globalisation?
3. What is Correlation?
4. Define Emergin Market.
5. What is Global firm?
6. Define Agreement.
7. Define Licensing.
8. What is a Document?
9. Define Tricks.
10. What is Retrenchment?
11. Define operation.
12. What do you mean by control system?

SECTION – B

Answer any FOUR questions

(4×10=40)

13. Describe about Recent trends in Business Policies.
14. Explain the importance of Level Strategic Planning.
15. What are the aspects Corporate Strategy?
16. Explain in detail the Corporate Conscience.

17. Describe about functional level strategic management process.
18. Describe the behavioural issue in strategic implementation.

SECTION – C

Answer any TWO questions

(2×20=40)

19. How do strategic decisions differ from operating decision and administrative decision?
 20. “Business Policy is the study of function and responsibilities of Senior Management concerning the crucial problem that determine the direction and future enterprise”? Explain.
 21. Discuss the changing trends in social responsibilities of Business.
 22. Describe the horizontal differentiation. Explain the different types of organisational structure.
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