

RAN-2108000406010002
T.Y.B.B.A. (Sem. VI) Examination September - 2025
Business Policy and Strategic Management
Set - II
Time: 3 Hours]
[Total Marks: 70
સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book

Seat No.:

Student's Signature

Q-1. Answer the following in Brief: (Any 7)
14

1. Define Turnaround Strategy.
2. What is SAP?
3. What do you mean by Gap Analysis?
4. Define Strategy.
5. Write down McKinsey 7-S framework.
6. What is Forward Integration?
7. Define the word Tactics.
8. Define Strategic Choice?
9. What are the control criterias?
10. What is core competence?

Q-2. Explain force shaping competition in detail with suitable diagram.
14
OR
Q-2. Explain when and why an organisation pursue stability strategy also give detail of its variants?
Q-3. Explain value chain analysis approach in detail.
14
OR
Q-3. Discuss Strategic Choice Process in detail.
Q-4. Discuss the process of strategic management in detail with its implications.
14
OR
Q-4. Explain SPACE in detail with diagram.
Q-5. Write Short Notes on: (Any Two)
14

1. Project Implementation.
2. Strategic Control Process.
3. Experience Curve and its Limitations.
4. Vision