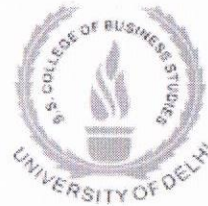


Shaheed Sukhdev
College of Business Studies Library
(University of Delhi)



Bachelor of Business Studies
(BBS)

Question Paper (NS)

Semester – VI

[This question paper contains 2 printed pages.]

Sr. No. of Question Paper : 167

Roll No.....

Unique Paper Code : 101631

Name of the Course : **Bachelor of Business Studies**

Name of the Paper : Business Policy and Strategy

Semester : VI (2014)

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. **All** questions are compulsory.

1. The world's largest online social networking service 'Facebook' recently acquired one of the leading free cross platform mobile messaging application 'WhatsApp' for approximately \$ 19 billion. Identify the grand strategy adopted by Facebook Inc. behind the Facebook- WhatsApp deal. Also, explain few other variants under this grand strategy by citing relevant examples from any industry. (15)

OR

- (a) Explain in detail the concept of Michael E. Porter's 5 Forces model in light of the FMCG company Nestle or Coffee giant Starbucks. (8)
 - (b) Discuss and differentiate the characteristics of corporate, business & functional level strategic management decisions on the basis of relevant parameters, with examples. (7)
2. What are the three indispensable components of a mission statement? With the help of an example, explain why these components are always discussed under one head. (10)

P.T.O.

3. Explain the concept of Michael E. Porter's Generic Strategies. Identify the types of generic strategies adopted by the following companies :
- Wall-Mart (Retail Giant)
 - Maruti Suzuki (Automobiles)
 - Ikea (Swedish Furniture Manufacturing Giant)
 - Apple (10)
4. Differentiate between Value Chain Analysis and SWOT analysis Techniques on the basis of relevant parameters. (10)
5. In reference to the portfolio given below, carefully suggest the various Corporate level Strategies that would be relevant in the quadrants 1 to 9. (15)

		Industry Attractiveness		
		Low	Average	High
Company's Competitive Capability	Weak	1	2	3
	Average	4	5	6
	Strong	7	8	9

6. Write short notes on Any 3 :
- Premise Control
 - BCG Matrix
 - Offensive and Defensive moves with examples
 - Franchising versus Licensing (3×5=15)