



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BBA 3430 Business Policy and Strategic Management

Answer any five questions.

5 * 15 = 75 marks

1. Explain the strategic management process.
2. Write down the various responsibilities and skills of the top management.
3. Enumerate on the SWOT analysis.
4. State the various strategies at the corporate level.
5. Write in detail the various stock levels maintained in inventory.
6. State in detail the steps followed in the strategic choice process.
7. Explain the directional policy matrix.