

SKIT COLLEGE KD-64

BBA 3TH SEMESTER

Subject -Business policy(F010302T)

Assignment --1--

1. What is business policy, and how does it differ from strategic management?
2. Explain the role of top management in policy formulation and implementation.
3. Discuss the importance of mission and vision statements in guiding organizational strategy.
4. What are the essential characteristics of an effective business policy?
5. How does corporate governance influence business policy decisions?

Assignment -2--

6. Discuss the steps involved in the strategic management process.
7. What are the key components of an environmental (external) analysis in business policy?
8. Explain SWOT analysis and its significance in strategic planning.
9. How do Porter's Five Forces shape strategic decision-making?
10. Compare and contrast corporate-level, business-level, and functional-level strategies.

Assignment -3--

11. What are the major challenges organizations face during strategy implementation?
12. Discuss the relationship between organizational structure and strategy.
13. Explain the role of leadership in executing business strategies effectively.
14. How do corporate culture and ethics affect the implementation of business policy?
15. What types of strategic controls are used to ensure policies are properly implemented?

Assignment -4--

16. Why is strategy evaluation an essential part of the business policy process?
17. Explain the key criteria for evaluating a company's strategic performance.
18. Discuss how feedback mechanisms help organizations adapt their policies to changing environments.
19. What are some common reasons for strategic failure in businesses?
20. How can organizations balance short-term and long-term strategic objectives?

Assignment -5-

21. Discuss how globalization affects business policy formulation in multinational companies.
22. How do sustainability and corporate social responsibility (CSR) influence business policy?
23. Analyze the impact of digital transformation on modern business strategies.
24. How can small and medium enterprises (SMEs) develop effective business policies with limited resources?
25. Examine a recent business case (e.g., Apple, Tesla, or Unilever) to illustrate how strategic policy drives competitive advantage.