



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 5651819

Roll No. 23070002068
Total Mark 29/37.50

Exam BACHELOR OF BUSINESS ADMINISTRATION_ODD EX
Subject F010302TB - Bussiness Policy

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A NA/6

1B NA/6

1C 5/6

1D 5/6

1E NA/6

1F NA/6

1G NA/6

1H NA/6

1I NA/6

2 NA/12

3 NA/12

4 NA/12

5 9.5/12

6 9.5/12

7 NA/12

8 NA/12

9 NA/12

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

PART-II

MARKS OBTAINED

Q.	1	2	3	4	5	6	7	8	9	10
(a)										
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Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										



P010302T(B)

Paper Code

Signature of Evaluator

Date of Exam: 21/12/24, Seat: Afternoon Room No. 01-15
 Paper Code: F010302T(B), Subject: Physics, Year/Sem: III
 Name of Candidate: Priyanshu Singh

Roll No. 23070002068

Signature of Candidate: Priyanshu
 Signature of Investigator: Priyanshu
 COE Facsimile: Priyanshu

Course: BBA
 Session: 2024-25, Year/Semester: III

Subject Name: Business Policy

Medium: English Hindi

Paper Code: F010302T(B)

Exam Date: 24-12-2024

Name of Candidate: PRIYANSHU SINGH

Father's Name: ASHOK SINGH

विद्यार्थी का कोड
College Code

K N I 6 2

A	A	0	0	0
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H	J	3	3	3
K	4	4	4	4
L	L	5	5	5
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S	7	7	7	7
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विद्यार्थी का कोड
Exam Centre Code

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S	7	7	7	7
U	T	8	8	8
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विद्यार्थी का कोड
Type of Exam

Regular Ex. Student
 Private Ex. Student
 Back Paper Exam

ANSWER BOOKLET NO.

5651819

F010302T(B)

Paper Code



विद्यार्थी का कोड
Enrollment Number: C S J M A 2 3 0 0 0 1 2 5 9 2 7

विद्यार्थी का कोड
Candidate's Roll Number

विद्यार्थी का कोड
Paper Code

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F 0 1 0 3 0 2 T (B)

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Z	6	6	6	6	
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8	8	8	8	8	
9	9	9	9	9	

Priyanshu
Signature of Candidate

Priyanshu
Signature of Investigator

CS Facsimile

COE Facsimile

शे-1. कॉपीराइट को निर्दिष्ट किया जाता है कि: आसपास वाले को पूरा भाग पर अधिक सभी निर्देशों को सावधानीपूर्वक पढ़ें।
 2. आसपास में सभी वाले वाली कॉपीकरणों सभी भाग से पूरा की जायें। 3. मोरों को कटाने या मोले कॉपीकरण से भरा जायें।

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-I

1. Read the instructions carefully given on the answer script and admit card.
2. Write Date of Exam, Shift, Paper Code & Name of Subject Correctly.
3. Write Name & Roll No. Correctly.
4. Write Semester & Branch Correctly.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-III

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Carefully study the example before you start marking.
3. As shown in the example below, blacken the circles completely.



4. Make no Stray marks on this sheet.

5. DO NOT WRITE OR MARK ON THE BAR CODE.

IN ORDER TO AVOID UFM (UNFAIR MEANS) :

1. The Roll No. and Answer Book no. found elsewhere or any other symbol found in the answer book will be treated as unfair means.
2. Any tampering of Bar Code and Booklet no shall be treated as Unfair Means.
3. Do Not bring the materials like slip of paper/mobile/digital diaries/ study material/ revision notes in examination hall. Possession of the mobiles/ digital diaries/electronic/digital/ watch and any other electronic gadget except memory less scientific calculator shall be considered as UFM case.
4. Do not keep or paste currency note in answer script it shall be consider as UFM.

अनुचित साधन से बचने हेतु :

1. उत्तर पुस्तिका के निर्दिष्ट स्थान को छेड़कर अनुक्रमांक एवं उत्तरपुस्तिका का क्रमांक कटे और न लिखें तथा कोई भी चिन्ह न बाधें क्योंकि यह अनुचित साधन प्रयोग की परिधि में आता है।
2. उत्तर पुस्तिका के बाहरीत अथवा उत्तर पुस्तिका कागज पर क्रेड प्राप्त करने पर अनुचित साधन प्रयोग माना जाएगा।
3. परीक्षा कक्ष में क्लिप, कलम, कागज, पेन, मोबाइल, फोन, डिजिटल घड़ी, डिजिटल बॉक्स, कलम, पुस्तक या सभी सामग्री जो अनुचित साधन को अंतर्गत आती है। केवल संबंधित प्रश्नपत्र में ही केंद्रीय लेख सांकेतिक कोडक्यूरेटर से जाने की अनुमति होगी।
4. उत्तर पुस्तिकाओं में कलम न रखें न ही उत्तर पुस्तिका में लिखावट। ऐसा करने अनुचित साधन प्रयोग की परिधि में आता है।

उत्तरपुस्तिकाओं को भरना

1. प्रवेश पत्र एवं उत्तर पुस्तिका पर दिये गये निर्देशों को ध्यान से पढ़ें।
2. उत्तर पुस्तिका के पृष्ठों पर कलम न लिखें।
3. उत्तर पुस्तिका के पृष्ठों पर टोपी न लिखें।
4. प्रश्न पत्र पर अपने अनुक्रमांक को अतिरिक्त कुछ न लिखें।
5. प्रश्न पत्र कोड एवं प्रश्न पत्र ID साधक को पूर्ण न लिखें।
6. अपनी तिथि स्पष्ट लिखें।
7. उत्तर पुस्तिका के पृष्ठों की संख्या देखें। उत्तर पुस्तिका में पृष्ठ (1-24) से कम है या कटे हुए हैं, तो शुरू होने से पूर्व दूसरी उत्तर पुस्तिका ले लें।
8. प्रश्नपत्र को देखें, यदि प्रश्नपत्र में त्रुटि, त्रुटि का नाम तथा प्रश्न में कोई त्रुटि है तो उसकी पूर्ण होने से 30 मिनट के अन्दर तब निरीक्षक को तत्काल सूचित करें, उसके बाद विचारविचार्य प्राप्त करेंगी की जायेगी।
9. पत्रों के उत्तर लिखने के लिये पेंसिल का प्रयोग न करें।
10. बी कोडों या अतिरिक्त टांक नहीं दिया जायेगा।

INSTRUCTION TO THE CANDIDATE

1. Read the instructions carefully given on the Question Paper, Admit Card & Answer Script.
2. Do not write anything on back side of the cover page.
3. Write on both sides of pages of answer book.
4. Do not write anything on question paper except Roll Number.
5. Write Paper Code & Question Paper Id carefully.
6. CHECK the number of pages (1-24) or any other kind of damage in your answer script, if found than change the answer script immediately before the commencement of examination.
7. CHECK the Question Paper for any kind of discrepancy e.g. Subject Code, Name, and Question of the Question Paper during first THIRTY MINUTES of commencement of the exam, so that it can be corrected in TIME. After that no corrections shall be entertained by the university.
8. Do not use pencil for answering the question.
9. Write status correctly e.g. those appearing in carry over papers should fill in status as Carry Over. Those appearing as Ex- Students should fill in status as ex.
10. No supplementary answer book & graph paper will be provided.

INSTRUCTION TO THE CANDIDATE FOR FILLING PART-IV

1. Use blue or black ball point pen for writing alphabets & numerals in boxes.
2. Use blue or black ball point pen for filling the circles.

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8	8	●	8	8	8	8	8	8	8	8
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Note- If your Roll No. is of 10 digits. Please leave first three columns .



Business Policy

Section - 'A'

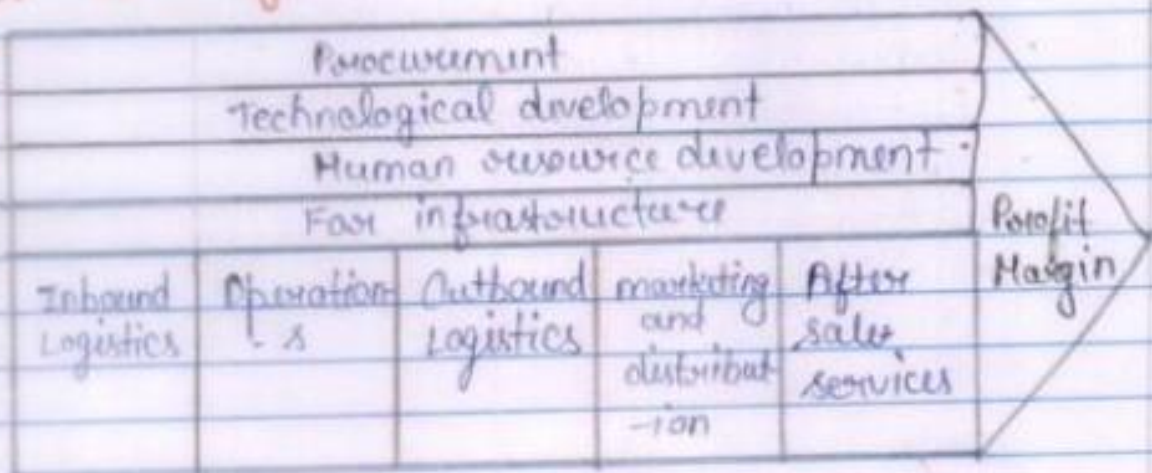
Answer - 1 (c)

Value Chain

Value chain is a framework used for internal capability analysis of a firm.

It refers to the stating about the company's most important activities and the activities where a company should focus the most.

Supporting activities



Primary activities



* Primary Activities

↓
The activities which mainly focuses on the conversion of inputs into outputs.

These are -

- Inbound logistics
- Outbound logistics
- Operation
- Marketing
- After sale services.

* Supporting activities

These activities support the primary activities and these are -

- Human resource development
- Technological development
- Procurement
- Infrastructure.

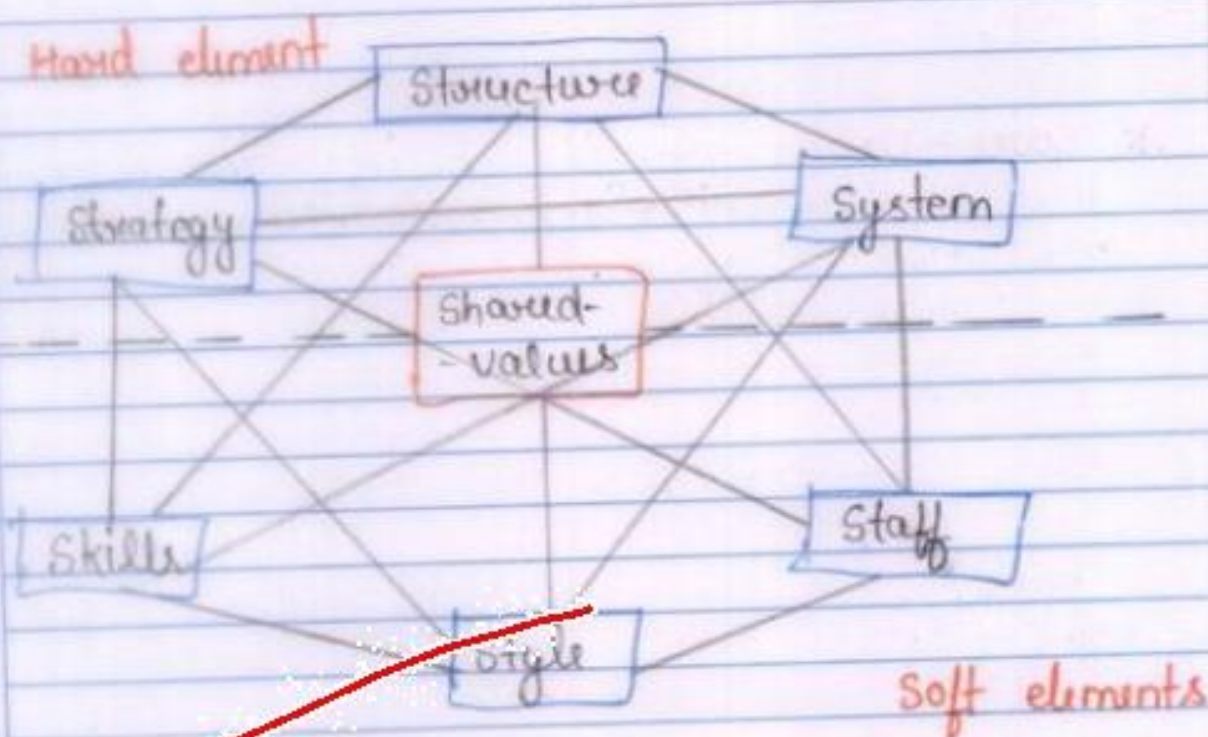


Answer-1(d)

Mckinsey's 7s Framework

Mckinsey's 7s framework is a tool for internal analysis of a firm.

This tool is based on a theory which states that the firm will work well if all the 7s of the firm are at the right place.



* **Hard elements** → Easily identifiable and very important for a firm.

These are -



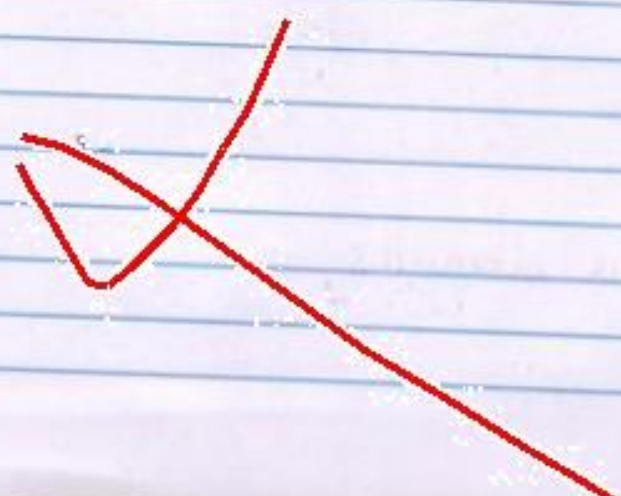
- Structure
- Strategy
- System.

* Soft elements -

Not Very culture-driven and based on personal aspects.

- Staff
- Style
- Skills.

* Core-Values are the beliefs and customs that an organization or firm follows and acts upon.





Section - 'B'

Answer - 5

BCG Matrix

BCG matrix is a matrix given by the **BOSTON Consultancy Group** in **1970** for analysing the growth opportunities for a firm.

The BCG matrix indicates and shows the products or business units in which a company should invest more or should not invest them.

The BCG matrix is based on two axis, these are:

1). Market Share → Market share shows the competitive position of a product or business unit in the market.

2). Market Growth Rate → Market growth rate refers to the rise in sales in that particular market.



The matrix is →

		Market Growth Rate	
		High	Low
Market Growth Rate	High	Star ★	Question Mark ?
	Low	Cash Cow \$	Dog

Market Growth Rate
Share

* **Star** → Star products refers to those products which have the highest growth rate in the market and also acquire the large amount of share in the market.

A company should invest the most in these products to gain the highest returns on investment.

* **Question Mark** → The future of these products remain undefined as no one knows whether they will become stars or not.



A company should exploit these products and do less investment.

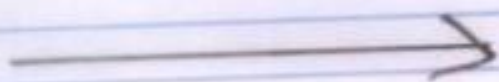
* **Cash Cow** → These products are the products that have a high market share but low growth rate, so a company should exploit these products for expansion elsewhere.

* **Dog** → Dog products are those products which have lowest market share and lowest growth rate.

A company can do 2 things with the dog products which are -

(i). Invest in dog products only if they give return more than the money invested in these products.

(ii). The firm should harvest or divest these products as they ^{can} ~~act~~ the loss making units of the firm.



P.T.O



The example of BCG matrix →

- Coca-Cola a company that deals with different kinds of drinks and beverages.

→ The BCG matrix for Coca-Cola is →

		Market Share	
		High	Low
Market Growth	High	Star ★ Aerated Drinks ↳ Coca-Cola	Question mark ? Fruit based drinks
	Low	Cash cow \$ Sports drink	Dog Canned food

Do Not Write anything in this Portion



Section - 'C'

Answer - 6

Ways to enter into a foreign market -

* A company when expands itself in global level or globalizes itself then it follows various methods to enter into a foreign market.

• Some of the ways are -

- 1). Exporting
- 2). Licensing and Franchising
- 3). Turnkey Projects
- 4). Greenfield investments.
- 5). Mergers and Acquisitions.
- 6). Joint ventures
- 7). Foreign Collaboration, etc.

⇒ With the help of all these ways or many other ways, a firm can establish itself into the foreign market and can globalize itself by using these ways.



Description :-

* **Exporting** → When a company sells its goods in the foreign market, it is known as exporting.

→ Exporting is of 2 types -

Direct Indirect

(i). **Direct export** - When the goods are sold in the foreign market directly.

eg:- A car manufacturer sells their car directly to the market.

(ii). **Indirect export** - When the goods are sold with the help of an intermediary in the foreign market.

* **Greenfield Investment** - When a company starts its activities or establishes itself from scratch in the foreign market.

Example -

- Hyundai
- Tesla
- Webar
- Google etc.



* **Turnkey Projects** - When a firm completes a project and then hands them over to the other company.

e.g. - Construction projects.

* **Joint ~~the~~ Ventures** - When 2 companies form another company by participating in the equity capital of the other company.

e.g. - BMW and the Brilliance group formed BMW Brilliance.

* **Mergers and acquisitions** - When a company acquires the other company or merges to work together.

e.g. - TATA acquired Air India.

* **Foreign Collaboration** - When a company collaborates to work with some other company then it is known as foreign collaboration.

e.g. - TATA and ~~the~~ Docomo collaborated and formed Docomo ~~+~~.

P.T.O



Paper Code

F0103027(B)



12

* Licensing & Franchising -

- Nestle (Licensee) and Starbucks (Licensor)
- Franchise → McDonald's and Subway.

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13



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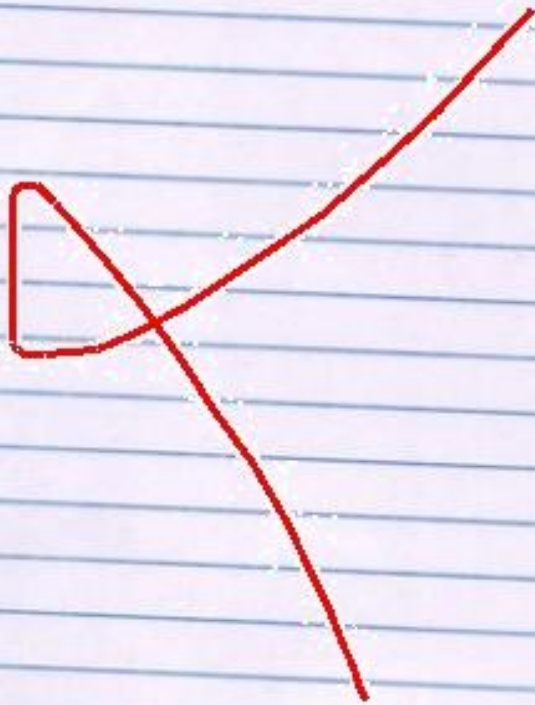


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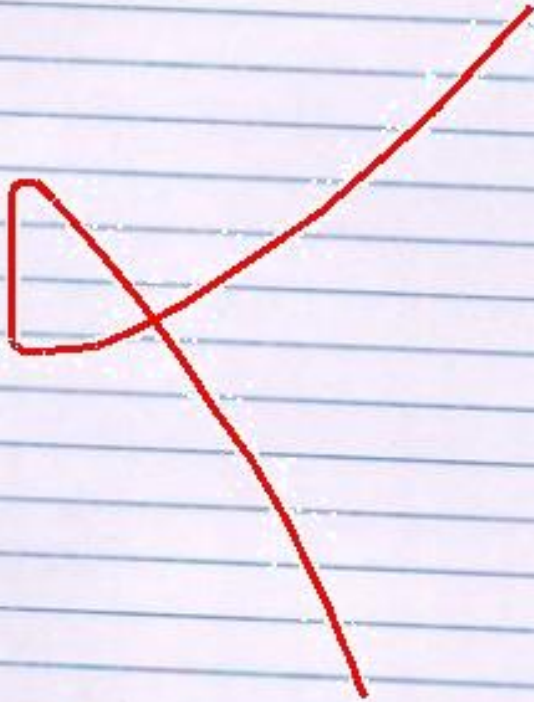


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16





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17





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18

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19



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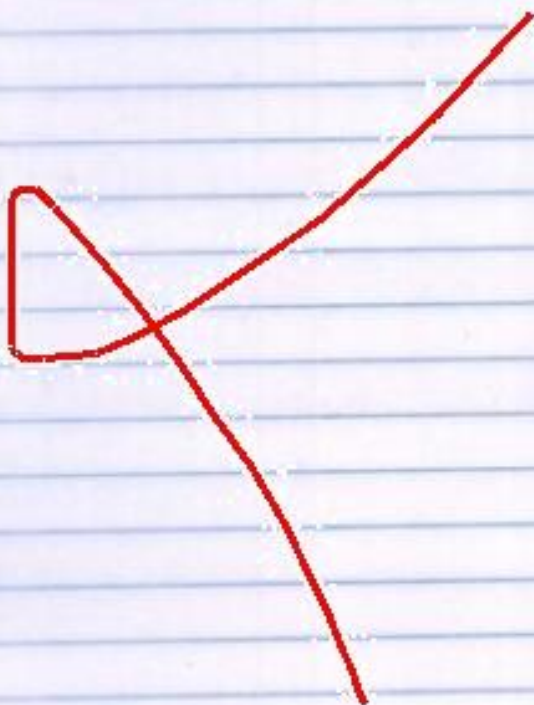


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