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| **SESSION** | **FEB – MAR, 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **IV** |
| **COURSE CODE & NAME** | **DBB2201 BUSINESS STRATEGY** |
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**Assignment Set – 1**

**1. Explain the different types of business policies and explain how they differ from business strategies. 4+6**

**Ans 1.**

**Introduction to Business Policies**

Business policies are the guidelines, rules, and procedures established by an organization to support consistent decision-making and operational efficiency. These policies provide a framework within which managers operate to align organizational objectives with daily operations. They ensure uniformity in behavior and actions across various levels of the organization and reduce ambiguity in decision-making.

**Types of Business Policies**

Business policies can be broadly categorized into three major types: **General Policies**, **Specific**

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**2. How can tools and techniques be used to effectively guide the strategic choice process?**

**Ans 2.**

**Tools and Techniques to Guide the Strategic Choice Process**

**Understanding Strategic Choice**

Strategic choice refers to the process of selecting the most appropriate strategy from a set of alternatives, based on organizational goals, environmental factors, and resource capabilities. This stage follows strategic analysis and precedes strategy implementation. To make effective strategic choices, organizations rely on a variety of analytical tools and frameworks to support

**3. Write a short note on:**

**i. Stability Strategy**

**ii. Retrenchment Strategy**

**Ans 3.**

**i. Stability Strategy**

**Meaning and Importance of Stability Strategy**

A stability strategy is adopted by firms when they aim to maintain their current position in the market without seeking major growth or expansion. This strategy is often suitable for companies that operate in a relatively stable and predictable environment or have already achieved a satisfactory level of performance. The main goal of a stability strategy is to continue current operations efficiently, without introducing significant changes in product lines,

**Assignment Set – 2**

**4. Strategic management employs various techniques for evaluation and control. Elaborate on this statement by providing a detailed explanation of these techniques. 10**

**Ans 4.**

**Techniques Used in Strategic Evaluation and Control**

**Role of Evaluation and Control in Strategic Management**

Strategic evaluation and control are essential processes in strategic management that ensure the implemented strategies are producing the desired outcomes. These processes help an organization remain on track by continuously assessing performance against set goals and enabling corrective actions when needed. By employing specific techniques, managers can

**5. Define the concept of business process automation and outline the key criteria for selecting suitable automation software. 2+8**

**Ans 5.**

**Concept of Business Process Automation and Criteria for Selecting Automation Software**

**Understanding Business Process Automation (BPA)**

Business Process Automation (BPA) refers to the use of technology to execute recurring tasks or processes in a business where manual effort can be replaced. Its main objective is to increase efficiency, reduce operational costs, and improve accuracy by minimizing human error. BPA helps streamline workflows, ensure compliance, and enable better allocation of resources. Common areas of automation include customer service, accounting, payroll, inventory management, and data entry. Automation transforms traditional business operations into smart

**6. Describe transactional and transformational leadership styles, providing illustrative examples for each. 5+5**

**Ans 6.**

**Transactional and Transformational Leadership Styles with Examples**

**Transactional Leadership Style**

Transactional leadership is a managerial style focused on supervision, organization, and performance through structured tasks and clear roles. It is based on a system of rewards and punishments to motivate employees. Leaders using this style emphasize achieving short-term goals and maintaining the status quo. They clearly define expectations, delegate tasks, and monitor compliance. The leader-employee relationship is transactional in nature, meaning