

30-3-2016



DOON UNIVERSITY

SCHOOL OF MANAGEMENT

MID SEMESTER EXAMINATION MARCH 2016

BUSINESS POLICY IMBA-601

IMBA-VI SEMESTER

Attempt all questions

MM: 30

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| 1. Explain vision, mission and vector | 10 |
| 2. Explain the various kinds of strategies | 10 |
| 3. Write a short note on environmental appraisal. | 10 |