

8-10

Ans-10 * Policies are guidelines or path of action to reach the goals, while strategies are major sources of action or patterns of successful action to achieve the objects. They intended to meet and fight against a certain competition, much larger and apparently more powerful than the

Business policy also deals with acquisition of resources which organizational goal can be achieved. Business policy is study of role and responsibilities of top level management, the significant issue affecting organisational success.

enterprise itself by using its resources in the best possible manner.

* A policy embraces both thought and action, while a strategy concentrate mostly on action, i.e., its is most action-orient.

* A policy usually spells out a certain course of action to reach the set objectives, the strategy outline one's approach to meet competitive situations, risks and insecurity likely to arise in the future.

* Business policy lays emphasis mainly on long term growth, through a set path of action for achieving the goal whereas strategy's main concentration is on meeting a competitive situation, and therefore, they have a short or medium-term target before.

Business policies are guidelines developed by an organization to govern its actions. They define the limits within which decisions must be made.