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Total Number of Pages : 02

MBA  
18MBA208

2<sup>nd</sup> Semester Regular/ Back Examination: 2022-23

Corporate Strategy

MBA, MBA (A & M), FM&HRM, LSCM, MBA (M & F), RM, BM, FM, GM, HRM, IB, MM, BA

Time : 3 Hour

Max Marks : 100

Q.Code : M547

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions:

(2 x 10)

- a) What is Tactic?
- b) What is understood by Acquisition?
- c) BCG stands for what?
- d) What is the purpose of Malcolm Baldrige model?
- e) What is Stability Strategy?
- f) Define Stakeholders.
- g) SWOT vs. SWOC
- h) What is an SBU?
- i) What are Mike Porter's 5 Forces?
- j) What is understood by Vertical Integration?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain SWOT Analysis with a company in mind.
- b) Explain sustainable competitive advantage with example.
- c) Explain Balance Score Card with example of its benefits.
- d) Why and how ETOP and SAP are used in Business Case Analysis? Elaborate.
- e) Explain with example the Generic Building Blocks of Competitive Advantage.
- f) Delineate Strategic Alliance situations with justification.
- g) Do Business Policies affect Strategic Management? Give an analytical answer.
- h) What do you think about Organization Structure with regard to Strategic Decision Making and Implementation? Critically analyze.
- i) Can Core Competencies of an organization make it profitable despite many odds in the way? Justify your answer with sufficient reasons.

- j) How important are External and Internal Environments of an organization in formulation of Organizational Strategies? Exemplify to corroborate your answer.
- k) Explain the Generic Strategic Alternatives with supporting examples.
- l) How is Corporate Strategy different from Business Strategy? Critically analyze.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

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| <b>Q3</b> | Elaborate on the GE 9 Cell Model with your analytic interpretation.  | <b>(16)</b> |
| <b>Q4</b> | What should be your take on Corporate Strategy vis-à-vis Globalization? Give a detailed answer with critical analysis. | <b>(16)</b> |
| <b>Q5</b> | Explain the terms Vision, Mission, Purpose, Objectives and Goals in their exact perspectives with examples.            | <b>(16)</b> |
| <b>Q6</b> | What are the Four Main Pillars of Corporate Strategy? Answer analytically and exemplify.                               | <b>(16)</b> |