



## BRAINWARE UNIVERSITY

**Term End Examination 2024-2025**

**Programme – MBA-2024**

**Course Name – Corporate Strategy**

**Course Code - MBA20113**

**( Semester II )**

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Brainware University  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

**Full Marks : 60**

**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### **Group-A**

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Strategy is developed by the visionary chief executive in \_\_\_\_\_ of Strategic Management.
  - a) planning mode
  - b) adaptive mode
  - c) strategic mode
  - d) entrepreneurial mode
- (ii) This strategy is a business arrangement in which two or more companies agree to pool their resource for the accomplishment of a specific task. -- Identify the strategy.
  - a) merger
  - b) acquisition
  - c) joint venture
  - d) amalgamation
- (iii) In strategic thinking, select approximately how long the long-term is.
  - a) 2 year
  - b) 4 year
  - c) more than 5 year
  - d) 3 year
- (iv) This strategy is a business relationship between two entities where one party allows another to sell its products or services. Identify the strategy.
  - a) franchise
  - b) amalgamation
  - c) merger
  - d) joint venture
- (v) Express which of the following is not part of the micro environment.
  - a) Technology
  - b) Shareholders
  - c) Competitors
  - d) Public
- (vi) Identify, what does Dog symbolize in BCG matrix.
  - a) maturity
  - b) decline
  - c) growth
  - d) stable

- (vii) Identify what does green symbolize in GE matrix.
- a) invest and grow
  - b) select and earn
  - c) harvest and divest
  - d) none of the above
- (viii) Trace the company's environment, company's customers are part of which of the following.
- a) internal
  - b) micro
  - c) macro
  - d) external
- (ix) Select what is characterised by the purchase forcefully of a smaller company by a larger one.
- a) merger
  - b) takeover
  - c) joint venture
  - d) none of the above
- (x) Select which one of the strategy is one of the business level strategies.
- a) Research
  - b) Finance
  - c) value creation
  - d) differentiation
- (xi) Evaluate divestment is what kind of strategy.
- a) asset reduction
  - b) weakness reduction
  - c) product reduction
  - d) cost reduction
- (xii) Estimate the slowest way to grow a business is likely to be through \_\_\_\_\_.
- a) merger
  - b) strategic alliance
  - c) internal development
  - d) outsourcing
- (xiii) Evaluate which of the following is not a recognized element of corporate strategy?
- a) Closure
  - b) divestment
  - c) acquisition
  - d) competitive advantage
- (xiv) Judge how often should strategic-management activities be performed?
- a) monthly
  - b) yearly
  - c) quarterly
  - d) continuously
- (xv) Strategic issues require which level of management decisions?
- a) Operative
  - b) Top
  - c) Front-line
  - d) Middle

**Group-B**

(Short Answer Type Questions)

3 x 5=15

- 2. Describe core competence with example. (3)
- 3. Differentiate mission and objectives of an organization. (3)
- 4. Illustrate horizontal diversification strategy with example. (3)
- 5. Analyse key elements in developing a mission statement. (3)
- 6. "Outsourcing is an effective tool for competitive advantage" - Evaluate. (3)

**OR**

- Compare between cost leadership and cost reduction. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

- 7. Illustrate types of strategies that you learnt from Strategic management. (5)
- 8. How does the identification of core competencies relate to developing an effective strategy? (5)

9. How does a strategist analyze the strategic environment to determine available mediums of action? (5)
10. Analyse various strategic alternatives available to a firm for entering a foreign market. Discuss the relative advantages and disadvantages of each of these strategic alternatives. (5)
11. How has Maruti Suzuki's innovation influenced its long-term success? (5)
12. How does the strategic management process aid in the decision-making for large organizations? (5)

**OR**

Compare and contrast the GE Multifactor Portfolio Matrix with other frameworks to assess business performance. (5)

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