

- (vii) Select which of the following is not a demographic variable?
 a) Age
 b) Gender
 c) Education
 d) Lifestyle
- (viii) Select which of the following is a short term plan?
 a) Policy
 b) Strategy
 c) Both (a) and (b)
 d) None of these
- (ix) Internal Environment is described as
 a) Not controllable
 b) Controllable
 c) Achievable
 d) Not achievable
- (x) Characteristic of external environment is described as
 a) Very much controllable
 b) External adaptability factor is weak
 c) Professional is board room
 d) Beyond the control
- (xi) The fundamental purpose for the existence of any organization is described by its
 a) policies
 b) mission
 c) procedures
 d) strategy
- (xii) The acronym SWOT is described as
 a) Special Weapons for Operations Timeliness
 b) Services, Worldwide Optimization, and Transport
 c) Strengths Worldwide Overcome Threats
 d) Strengths, Weaknesses, Opportunities, and Threats
- (xiii) Select which of the following is an issue considered in developing corporate strategies.
 a) What business(es) are we in?
 b) What direction are we going?
 c) What resources do we have to implement our strategies?
 d) What businesses are we in and what to do with those businesses?
- (xiv) Select which is the foundation of blue ocean strategy.
 a) Innovation
 b) Value creation
 c) Value innovation
 d) value cost trade-off
- (xv) An organisation's strategy is describes as
 a) remains set in place longer than the mission and objectives
 b) generally forms over a period of time as events unfold
 c) tends to be formed at the same time the mission is developed and objectives are formulated
 d) is usually conceived at a single time when managers sit down and work out a comprehensive strategic plan for the next 3-5 years

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss a few of the advantages and disadvantages of the merger. (3)
3. Explain what is corporate social responsibility (CSR) and the importance of CSR. (3)
4. Explain the difference between acquisition and absorption. (3)
5. Define Vision & Mission? Point out the differences with example? (3)
6. Analyze the concept of "Star" in the BCG matrix and how should a company manage it. (3)

OR

Analyze how can PESTEL analysis help a company understand the external factors that affect its operations. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Discuss briefly the type of growth strategy with examples. (5)

8. Discuss the difference between concentric diversification and conglomerate diversification. (5)
9. Illustrate differences between vertical and horizontal mergers. Explain with example (5)
10. Discuss the importance of the BCG Model? Infer How it helps for formulating corporate strategy (5)
11. Explain the reasons for performing the Portfolio Analysis of the companies before taking any strategic decision for acquisition of a company. (5)
12. Summarize How do the dynamics of the five forces change over time, and what implications does this have for a company's strategy? (5)

OR

Analyze how can Porter's Five Forces be used in conjunction with other strategic analysis tools such as SWOT analysis and PESTEL analysis to gain a comprehensive understanding of an industry's competitive environment? (5)

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