BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA-2022/MBA-2023
Course Name – Corporate Strategy
Course Code - MBA205
(Semester II)

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)   Identify the means by which long term objectives will be achieved.

   a) Policies   b) Strengths
   c) Strategies   d) Opportunities

(ii) Select the correct option. Marketing strategy is a _____ type of strategy.

   a) Functional   b) Corporate
   c) Business   d) Operational

(iii) In strategic thinking, state how long is the long term, approximately.

   a) 1 month to 1 year   b) 2 to 3 years
   c) More than 5 years   d) 3 to 5 years

(iv) Identify what does Green symbolise in GE matrix.

   a) Invest and grow   b) Select and earn
   c) Harvest and divest   d) None of these

(v)   Identify in BCG Matrix, which parameter we use on vertical axis.

   a) Market growth rate   b) Industry growth
   c) Business strength   d) Operational strength

(vi) Identify the most common reasons for restructuring a company

   a) Downsizing   b) Competition
   c) Technology   d) All of these

(vii) Choose the word tactics is most likely to be associated with_____.

   a) Business strategy   b) Corporate strategy
   c) Operational strategy   d) None of these

(viii) Choose the starting point of strategic intent.

a) Vision
b) Mission statement
c) Goals
d) Objectives

(ix) Examine from the following the activity which does not come under the primary activities of Value Chain analysis_____.

a) Marketing
b) Sales
c) Operations
d) Technology development

(x) Choose which can be identified as a best statement that represents a firms big picture statements.

a) Company creed
b) corporate philosophy
c) vision statement
d) mission statement

(xi) Evaluate which of the following are considered grand strategies, except for_____.

a) Retrenchment
b) SBU
c) Differentiation
d) Related diversification

(xii) Evaluate which of the following is not a recognized element of corporate strategy.

a) Closure
b) Divestment
c) Acquisition
d) Competitive advantage

(xiii) Judge how often should strategic-management activities be performed.

a) Monthly
b) Yearly
c) Quarterly
d) Continuously

(xiv) Decide the environmental segments that comprise the general environment typically will NOT include_____.

a) economic factors.
b) sociocultural factors.
c) substitute products or services.
d) technological factors

(xv) Select the correct option. The task of strategy choice involves.

a) developing plans and activities which will improve the organisation's performance and competitive position
b) determining how the organisation can be more market and efficiency oriented
c) monitoring whether the organisation is achieving good financial performance
d) keeping the organisation free of debt

Group-B
(Short Answer Type Questions)
3 x 5=15

2. Identify factors responsible for an effective strategy. (3)
3. Explain the significance of strategy formulation. (3)
4. Illustrate vision and mission differences with respect to strategy (3)
5. Differentiate between Blue Ocean and red ocean strategy (3)
6. Evaluate determinants of supplier power. (3)

OR

"Delphi can never be useful as a sales forecasting tool though it may be a reasonably good tool (3) for demand estimating".- Appraise

Group-C
(Long Answer Type Questions)
5 x 6=30

7. Describe the different types of diversification strategies. (5)
8. Explain the process of strategy formulation (5)
9. Illustrate types of strategies that you learnt from strategic management. (5)

10. Evaluate different types of diversification with examples. (5)
11. Analyse and discuss the merits and demerits of Idea-Vodafone merger. (5)
12. Describe the benefits of tailoring a strategy to fit specific industry and company situations. (5)

OR

Explain McKinsey 7S Change Model. (5)

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