



**BRAINWARE UNIVERSITY**

**Coursework Examination 2018 – 19 (June 2019)**

**Programme – Doctor of Philosophy in Commerce**

**Course Name – Corporate Strategy**

**Course Code – PHD-CMCS04**

**Time allotted: 4 Hours**

**Full Marks: 100**

[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**

10 x 1 = 10

1. *Answer the following*
  - (i) Differentiate between Corporate Strategy and Functional Strategy.
  - (ii) Define ‘Strategic Alternative Evaluation’.
  - (iii) Define Portfolio Management.
  - (iv) Name the components of Corporate Strategy.
  - (v) Define Strategy Formulation.
  - (vi) Define the term ‘Corporate Action’.
  - (vii) Discuss the characteristics of successful Corporate Strategy.
  - (viii) Define ‘Strategic Management & Planning’.
  - (ix) Discuss the role of cost leadership in corporate strategy.
  - (x) Define Product Differentiation Strategy.

**Group – B**

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

- |    |   |   |
|----|---|---|
| 2. | Discuss the importance of Vision for organisation.  | 5 |
| 3. | Explain the position of Corporate Social Responsibility (CSR) in organisation's overall strategy. | 5 |
| 4. | Differentiate between the corporate strategy of a market leader and the lagger.                   | 5 |
| 5. | Discuss the importance of employee as an asset for Corporate Strategy.                            | 5 |
| 6. | Explain the role of partnership in making the organisation profitable.                            | 5 |
| 7. | Calculate the operational efficiency of the organisation of your choice.                          | 5 |
| 8. | Differentiate between organisation's 5-year and 10-year plan.                                     | 5 |
| 9. | Explain in brief the features / characteristics of Joint Venture.                                 | 5 |

**Group – C**

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

- |     |  |      |
|-----|--|------|
| 10. | Discuss the job and responsibilities of MD in any organisation.                                  | 15   |
| 11. | Distinguish between Merger & Acquisition.  | 15   |
| 12. | Discuss factors responsible for sustainable business.  | 15   |
| 13. | Define Collaboration. Explain fundamentals of Collaboration.                                     | 15   |
| 14. | Identify reasons of vertical integration of firms. Explain different steps in their integration. | 15   |
| 15. | “The process of diversification decides the success and failure of business”. Explain.           | 15   |
| 16. | Define Conglomerate. Differentiate between Tata and Birla group in their basic characteristics.  | 15   |
| 17. | Define optimal boundary of a firm. Discuss the process to determine it.                          | 5+10 |