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

BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021

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 what does Dog symbolize in BCG matrix?
- a) maturity
b) decline
c) growth
d) stable
- (ii) Choose Cash Cows in BCG matrix symbolizes
- a) remain diversified
b) invest
c) adopt stability strategy
d) Liquidate
- (iii) Choose the BCG matrix is based on
- a) Industry attractiveness and Business strength
b) Industry Growth rate and Business strength
c) Industry Attractiveness and Relative Market share
d) Industry growth rate and relative market share
- (iv) Choose the strategy where A company offers unique products that are widely valued by customers,
- a) combination
b) focus
c) differentiation
d) cost leadership
- (v) Evaluate which of the following are considered grand strategies, except for?
- a) retrenchment
b) SBU
c) Differentiation
d) related diversification
- (vi) Appraise on strategic Business Units
- a) Are found in one-business organisations
b) Carry out strategies assigned by the CEO
c) Develop their own unique way of competing
d) Implement the marketing function\'s

- (vii) Appraise regional integration on
- a) multi lateral trading
 - b) removing barriers from group countries
 - c) managing exchange rate
 - d) anti dumping tariff
- (viii) Appraise which strategy determines what businesses an organization should be
- a) corporate
 - b) organizational
 - c) operational
 - d) business
- (ix) Strategy is developed by the visionary chief executive in _____ mode of strategic Management
- a) planning mode
 - b) adaptive mode
 - c) strategic mode
 - d) entrepreneurial mode
- (x) Identify the means by which long term objectives will be achieved
- a) policies
 - b) strengths
 - c) strategies
 - d) opportunities
- (xi) Identify When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit
- a) economic
 - b) competitive
 - c) political
 - d) multinational
- (xii) Express what is Selling all of a company's assets in parts for their tangible worth is called:
- a) vertical integration
 - b) liquidation
 - c) diversification
 - d) opportunism
- (xiii) In strategic thinking, select how long is the long term, approximately?
- a) 2 year
 - b) 4 year
 - c) more than 5 year
 - d) 4 year
- (xiv) Indicate the reasons for diversifications
- a) reduce competition
 - b) increase growth
 - c) grow capability
 - d) innovate
- (xv) Select the Cultural values would be part of which of the following factor in macro Environment?
- a) demographics
 - b) social
 - c) ecological
 - d) natural

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Group-B

(Short Answer Type Questions)

- | | |
|---|-----------------|
| 2. Differentiate between strategy and tactics | 3 x 5=15
(3) |
| 3. Discuss the steps in implementation of strategy. | (3) |
| 4. Describe types of merger | (3) |
| 5. Illustrate horizontal diversification strategy with example. | (3) |
| 6. Evaluate determinants of supplier power | (3) |

OR

- | | |
|---|-----|
| "Outsourcing is an effective tool for competitive advantage" - Evaluate | (3) |
|---|-----|

Group-C

(Long Answer Type Questions)

- | | |
|--|-----------------|
| 7. Identify uses and limitations of BCG model | 5 x 6=30
(5) |
| 8. Describe significance of SWOT analysis in formation of corporate strategy of an organization. | (5) |
| 9. Explain the process of strategy formulation | (5) |
| 10. How does the identification of core competencies relate to developing an effective strategy? | (5) |

11. Analyse various strategic alternatives available to a firm for entering into a foreign market available to a firm? Discuss the relative advantages and disadvantages of each of these strategic alternatives. (5)

12. How has Maruti Suzuki's innovation influenced its long-term success? (5)

OR

'The intensity of competition depends on several factors.' Identify these factors and evaluate them. (5)
