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Total Number of Pages : 02

MBA
18MBA208

2nd Semester Regular Examination 2018-19
CORPORATE STRATEGY

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : F922

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- 'Vision is the lofty aspiration of an organization'. Do you agree? Briefly explain your answer?
- Differentiate 'strategic plans' from 'tactical plans'?
- Differentiate 'remote strategic environment' from 'operational strategic environment' with appropriate examples.
- What are the characteristics of Strategic Business Units (SBUs)?
- What do you mean by strategic intent?
- Differentiate 'merger' from 'acquisition' in the strategic management context?
- Profit strategy under the 'stability strategies' is an artificial profit. Justify?
- What do you mean by 'steering control' in the context of strategic management?
- What are the characteristics of sustainable competitive advantages?
- Give two examples of 'concentric diversification' and 'conglomerate diversification' respectively?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- The techniques like Strategic Advantage Profile (SAP) and Environmental Threat Opportunity Profile (ETOP) can complement to each other with their results as the inputs to the strategy formulation by an organization. Justify?
- Make a comparative SWOT analysis of any PSU of Government of Odisha against the any similar private limited company?
- Explain the importance of organizational structures and organizational leadership to the strategic implementation?
- Rapid changes in global business environment and various levels of globalization of neighboring countries are putting some definite impact not only on the corporate strategies but also on business level strategies and functional strategies of Indian organization. Give your evaluative comments on the above view-point.
- Explain 'balanced score card' and its relevance to the strategic implementation?
- What is 'core competency'? Explain, how the core competency can lay-down the foundation for desired competitive advantages of the organization?
- "Objectives are the specific, quantifiable and measurable targets and goals are the approaches towards the objectives of the organization". Justify this viewpoint with appropriate example(s)?
- Explain Michael E. Porter's generic strategies along their advantages and disadvantages?
- Explain the McKinsey's 7s Framework and its applicability for the evaluation of strategies?

- j) Explain various types of retrenchment strategies along their applicability?
- k) What do you mean by 'strategic control'? Explain, how operational control logically flows from the strategic control in any organization?
- l) Give your comments as a research consultant on the politics, power, and conflicts while implementing a unanimously chosen a strategy?

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

Q3 What are the draw-backs of BCG matrix? Explain, how these drawbacks are addressed by GE business screen? Explain, how these port-folio matrices are rudimental in nature so far as the modern entrepreneurial investment? **(16)**

Q4 Make the logical relationships between corporate level strategies, business level strategies, and functional strategies with appropriate examples? **(16)**

Q5 What do you mean by 'mission statement' of an organization? What are the characteristics of an ideal mission statement? Explain the process and mechanism of formulating the 'mission' of an organization? **(16)**

Q6 Explain, how the organization growth with 'concentration' is different from organization growth with 'diversification', with appropriate examples? **(16)**