

Printed Pages – 3

Roll No. :

576411(76)

676414(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

CORPORATE STRATEGY (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt any eight questions. Each question carries equal marks. of 10 marks

1. Enumerate Porter's Five Force Model and BCG Matrix and its importance in present business context.

576411(76)/676414(76)

PTO

[2]

2. What are the various environmental factors that affect the business? Describe their relative importance with examples.
3. What measures at the enterprise level are essential for successful absorption of Technology in India? Explain in detail.
4. Define Corporate Management. Describe the important steps involved in process of Corporate Strategy.
5. Explain the strategies used in the Global Environment for building and restructuring the corporation.
6. Explain QUEST. Describe the various steps involved in this technique.
7. Explain the process and various techniques of Strategic Evaluation.
8. What is resource allocation? Explain the various methods of resource allocation.
9. What do you understand by Blue Ocean Strategy?

[3]

Explain the difference between Blue Ocean and Red Ocean Strategy.

10. What role does the strategists play in an organization? Explain it by giving suitable example.
11. What are the major themes in strategic implementation? Explain it by giving suitable example.
12. Write short notes on :
 - (i) Vision
 - (ii) Mission
 - (iii) Objectives
 - (iv) Purpose