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M. B. A. (Fourth Semester) Examination, 2020

(New Scheme)

(Management Branch)

(Specialization : General)

CORPORATE STRATEGY

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt either part (a) or (b) from each question in section- 'A'. Section- 'B' is compulsory. All question in Section- 'A' carry equal marks (14 marks each), Section- 'B' carry 10 marks.

Section- 'A'

1. (a) What is the concept of Strategy? What are the different levels at which strategy operates? 14

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Or

(b) What is Strategic decision-making? Enumerate the major issues in strategic decision-making. 14

2. (a) What are the different types of Environments that a firm faces? 14

Or

(b) Write short notes on : (any two) 14

(i) Blue Ocean Strategy

(ii) Balanced scorecard

(iii) Value chain Analysis

3. (a) Explain in brief the 'BCG Growth-Share Matrix'. 14

Or

(b) Write short notes on : (any two) 14

(i) Stability Strategy

(ii) Cost Leadership Strategy

(iii) Merger and Acquisitions

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4. (a) Describe the major barriers to strategy implementation and discuss the means available to overcome such barriers. 14

Or

(b) Write a descriptive note on the nature, need and development of functional plans and policies. 14

5. (a) What is the basic nature of strategic evaluation? What types of barriers are commonly faced during evaluation? How can these be avoided? 14

Or

(b) Discuss the different types of techniques used for operational control. 14

Section-'B'

6. Here are five mission statements of pharmaceutical companies in India. Which is the best statement in your opinion? Why? Also highlight the characteristics of a good mission statement.

Cipla Ltd. : 'To provided excellent quality health care facilities at a reasonable cost'

Dr. Redy's Labs : 'To become a global pharmaceutical

company and produce quality drugs at competitive prices'.

Glaxo India Ltd. : 'To augment the parent company's efforts to be a global player based on research and development.

Lupin Labs : 'To develop the welfare of mankind through development of relevant technology in chemistry-related science'.

Wockardt Ltd. : 'Pursuit of growth with excellence in the field of pharmaceuticals'.