

576411(76)

676414(76)

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

(New Scheme)

(Management Branch)

CORPORATE STRATEGY

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : The paper comprises of 5 questions having sub parts (a), (b) & (c). Part (a) of every question is compulsory. Internal choice is given between (b) and (c).

1. (a) Explain the terms Vision, mission and purpose. 6
- (b) What role does the strategists play in an organization?
Explain it by giving suitable example. 10

[2]

Or

- (c) Explain the various levels at which strategy operates. Also explain the process of Strategic Management. 10
2. (a) Explain QUEST. Explain the various steps involved in this technique. 6
- (b) What do you understand by blue ocean strategy? Explain the difference between Blue ocean and Red ocean. 10
- Or**
- (c) Explain the various techniques and methods of internal appraisal. 10
3. (a) What is meant by Corporate Restructuring? 6
- (b) Explain GE nine cell matrix. 10
- Or**
- (c) Explain Porter's five force model and BCG matrix. 10
4. (a) Why integration of functional plans and policies is important? 6

[3]

- (b) What are the major themes in strategic implementation? Explain it by giving suitable example. 10

Or

- (c) What is resource allocation? Explain the various methods of resource allocation. 10
5. (a) What is strategic evaluation? Explain the importance of strategic evaluation. 6
- (b) Explain the different techniques used for operational control. 10
- Or**
- (c) Explain the process and various techniques of strategic evaluation. 10