

Subject Code: ACSBS0504

Roll No:

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P. J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Course: B.Tech

Branch: CSBS

Semester: V

Sessional Examination: II

Subject Name: Business Strategy

Year- (2022 - 2023)

Time: 1.15 Hours

Max. Marks:30

General Instructions:

- This Question paper consists of 2 pages & 5 questions. It comprises three Sections -A, B, & C. You are expected to answer them as directed.
- Section A -Q. No- 1 is of one 1 mark each & Q. No- 2 carries 2 mark each.
- Section B -Q. No- 3 carries 5 marks each.
- Section C -Q. No-4 & 5 carries 6 marks each. Attempt any one part a or b.

SECTION - A

[08Marks]

1. All questions are compulsory-

 $(4 \times 1 = 4)$

- a. Analyzing the profit potential and attractiveness of a particular industry is called. (1) CO2
- A. Business analysis
B. Profit analysis
C. Industry analysis
D. None of the above
- b. Everything outside an organization that might affect it is called (1) CO2
- A. External environment
B. Internal environment
C. Remote environment
D. None of the above
- c. An organization's is something it does exceptionally well in comparison to its competitors. (1) CO2
- A. Innovation
B. Core capability
C. Core competency
D. None of the above

d. Products that appear to be different but can satisfy the same need as other products are called. (1) CO3

A. Substitute products

B. Innovative products

C. New Products

D. None of the above

2. All questions are compulsory-

a. Briefly explain the term 'industry'.

(2×2=4)

(2) CO3

b. Distinguish between tangible and intangible assets.

(2) CO2

[10Marks]

(2×5=10)

(5) CO2

3. Answer any two of the following-

a. Define core competency. Discuss importance of core competency in strategy formulation.

(5) CO2

b. Briefly explain VIRO framework for resource evaluation.

(5) CO3

c. Define strategic group analysis. Discuss its importance with suitable examples.

SECTION - B

4. Answer any one of the following-

[12Marks]

a. Explain business processes. Discuss importance of business processes with suitable examples.

(1×6=6)

(6) CO2

b. Discuss Porter's five forces model with reference to Indian software industry.

(6) CO3

5. Answer any one of the following-

a. Discuss in detail Porter's competitive strategies with suitable examples.

(1×6=6)

(6) CO3

b. Describe stages of industry life cycle with examples.

(6) CO3