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Noida Institute of Engineering and Technology, Greater Noida

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: IV - THEORY EXAMINATION (2022 - 2023)

Subject: Business Strategy

Time: 3 Hours

Max. Marks: 50

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

15

1. Attempt all parts:-

- 1.a Corporate level strategy deals with. (CO1)

1

- (a) Vision
(b) Mission
(c) Objectives of the corporate
(d) None of these

- 1-b VRIO framework stand for. (CO2)

1

- (a) Value, Rarity, Imitability, Organization
(b) Virtual, Rarity, Imitability, Organization
(c) Value, Reliable, Imitability, Organization
(d) Value, Rarity, Immobile, Organization

- 1.e Identify which one of the following is not a generic strategy. (CO3)

1

- (a) Cost leadership
- (b) Product differentiation
- (c) Cost focus

- (d) Group focus
1. ~~d~~ The BCG matrix is based on. (CO4) 1
- (a) Industry attractiveness
- (b) Business strength
- (c) Industry growth
- (d) Industry growth rate and relative market share
1. ~~c~~ Identify which of the following are hard areas in the McKinsey 7S framework. (CO5) 1
- (a) Style
- (b) Skills
- (c) Strategy
- (d) Staff
2. Attempt all parts:-
- 2.a. Briefly explain business models. (CO1) 2
- 2.b. Distinguish between core competency and competitive advantage. (CO2) 2
- 2.c. Define a consolidated industry. (CO3) 2
- 2.d. Briefly explain about offensive strategies. (CO4) 2
- 2.e. Describe the role of a leader in the implementation of strategy. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

3. ~~a~~ Illustrate levels of strategy with relevant examples. (CO1) 5
3. ~~b~~ Critically analyze resource gap identification process with relevant examples. (CO2) 5
- 3.c. Define a substitute product. Discuss implications on more substitute on strategy formulation. (CO3) 5
- 3.d. Compare and contrast between expansion and diversification. (CO4) 5
- 3.e. Differentiate between strategic surveillance and special alert control. (CO5) 5

SECTION C

20

4. Answer any one of the following:-

4. ~~a~~ Describe some of the important characteristics of environment and demonstrate how a strategist can understand environment better. (CO1) 4
4. ~~b~~ Discuss the impact of globalization on various strategies of MNCs. (CO1) 4

5. Answer any one of the following:-

- 5 -a Discuss the reasons why and how the Indian IT industry has grown to be a world class industry. (CO2) 4
- 5 -b Suggest the strategies that Indian companies can use to compete with global companies within India. (CO2) 4
6. Answer any one of the following:-
- 6 -a List and explain which five forces shape the strategy of an organization. Explain. (CO3) 4
- 6 -b Define the term generic competitive strategies. Discuss various generic competitive strategies given by Michael E Porter. (CO3) 4
7. Answer any one of the following:-
- 7 -a Explain strategic implications of BCG matrix model. (CO4) 4
- 7 -b Write a descriptive note on whether concentration or diversification is better for Indian companies at present. (CO4) 4
8. Answer any one of the following:-
- 8 -a Discuss various methods adopted by strategists to overcome the barriers to strategy implementation. (CO5) 4
- 8 -b Discuss the importance of CSR practices for a business organization with suitable examples. (CO5) 4