

Printed page: 2

Subject Code: ACSBS0504

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

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: III

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-

a. Selling a part of business is called.

(4×1=4)

(1) CO4

A. Collusion

B. Divestment

C. Takeover

D. None of the above

b. The termination of a firm in which all its assets are sold is known as:

(1) CO4

A. Liquidation

B. Consolidation

C. Divestment

D. None of the above

c. Corporate governance is a _____ approach.

(1) CO5

A. Top-down

B. Bottom-up

C. Hybrid

D. None of the above

d. The foundation for corporate culture is laid by.

(1) CO5

A. Corporate members

B. Competitors

- C. Founders
- D. None of the above

2. All questions are compulsory-

(2×2=4)

- a. Define corporate social responsibility.
- b. Distinguish between internal and external benchmarking.

(2) CO5

(2) CO5

SECTION – B

[10Marks]

3. Answer any two of the following-

(2×5=10)

- a. Discuss various advantages of related diversification.
- b. Describe strategic evaluation process with suitable examples.
- c. Explain 7S framework with suitable examples.

(5) CO4

(5) CO5

(5) CO5

SECTION – C

[12Marks]

4. Answer any one of the following-

(1×6=6)

- a. Explain various types of mergers.
- b. Define corporate governance. Explain various objectives of corporate governance with suitable examples.

(6) CO4

(6) CO5

5. Answer any one of the following-

(1×6=6)

- a. Discuss Boston Consulting Group (BCG) matrix with examples.
- b. Explain four basic types of strategic control with suitable examples.

(6) CO4

(6) CO5