

AR19

Code: 19MBA3001

SET-2

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)
III Semester MBA Regular & Supplementary Examinations, March-2022
CORPORATE STRATEGY AND BUSINESS ETHICS**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

- | | | | |
|----|----|--|-----|
| 1. | a) | Describe the process of Strategic Management in detail. | 8 M |
| | b) | What is the significance of a Mission in strategic management? | 4 M |
| 2. | a) | Analyze the different factors in the external environment to be considered while formulating a strategy in any organization. | 8 M |
| | b) | Define Strategic Intent. | 4 M |
| 3. | a) | Explain the utility of BCG Matrix in strategic choice decision and its limitations. | 8 M |
| | b) | Define Core Competence and bring out its significance. | 4 M |
| 4. | a) | Explain the characteristic features of an Expansion Strategy. | 8 M |
| | b) | When would you recommend a Company to adopt an Expansion Strategy ? | 4 M |
| 5. | a) | Explain the process of implementation of any Strategy. | 8M |
| | b) | How is Strategic control different from Operational Control ? | 4 M |
| 6. | a) | Discuss the significance of Ethics in Business. | 6 M |
| | b) | What are the major challenges to ethical decision making in Business. | 6 M |
| 7. | a) | “Sexual Harassment at workplace must be dealt with seriously”- Offer your comments. | 6 M |
| | b) | Discuss the ethical aspects of financial management with appropriate examples. | 6M |
| 8. | | CASE STUDY: | 12M |

If you don't want the Chinese to get you, get them. Even as the scare of low- cost, high quality Chinese imports flooding in has sent one section of India Inc., scurrying for cover and protectionism, organised players in the home appliance industry are taking advantage of it. Instead of lobbying to keep out the Chinese, companies like Bajaj Electrical and Japan Industries are switching over to Chinese manufacturers to source products for the Indian market. And they're not alone.

Chinese products are expected to have a significant impact on the consumer electronics segment like televisions and refrigerators in the next few years. Industry experts say that majors such as LG and Samsung would exit the television and other consumer durable business in the long run and focus on digital products, making way for the Chinese makes. It's just a signal of things to come. Consumer electronics experts predict that unless the Indian policies change, Indian players will increasingly switch over to marketing Chinese products in India.

Bajaj Electricals is bringing in a range of products- fans and toasters- into India at cheaper price and providing the brand support and after-sales service here. Home appliances like toasters, iron, fans and microwave ovens are being brought in from China at rates which are cheaper by as much as 35 to 50 percent vis-a-vis other Indian makes.

Mr. Shekhar Bajaj, Chairman and Managing Director of Bajaj Electricals says that the products imported from China are not only proving to be qualitatively better, but also 15-20 percent cheaper than those manufactured within the country.

Mr. J.N. Agarwal, Managing Director of Jaipan Industries, a leading local player in non-stick utensils, toasters, roti-makers and mixer grinders, told Economic Times that Jaipan is also planning to tie-up with one of the Chinese manufacturers next year. "Chinese products are proving to be so competitive that it makes sense for us to tie up with them and manufacture these products under our brand name in India," he said.

These companies are moving over from local manufacturers to sourcing from China mainly because of better quality products at cheaper prices, thanks to their strong manufacturing bases and backward integration. It's just a sign of things to come. Industry circles say that a number of big distributors are planning to bring in Chinese products, which could help compete well in the Indian market.

Questions:

1. "If you fail to compete with your close competitor marry it" - Comment in the context of competition between India and China.
Explain the limitations of Indian manufacturers in competing with Chinese manufactures.