

Enrollment No.....



Faculty of Engineering
End Sem Examination Dec-2023
OE00090 Business Strategy

Programme: B.Tech.

Branch/Specialisation: CSBS

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which strategy will be used by an organisation that is in more than one line of business? **1**
(a) Business level strategy (b) Contemporary strategy
(c) Corporate level strategy (d) None of these
- ii. Business strategy is concerned with how to: **1**
(a) Achieve advantage over competitors
(b) Avoid competitive disadvantage
(c) Both (a) and (b)
(d) None of these
- iii. _____ is identifying opportunities and threats affecting the business. **1**
(a) Environmental analysis (b) Organizational analysis
(c) Industry analysis (d) Competitive analysis
- iv. Which are the 3 key dimensions to any organisations environment? **1**
(a) Capacity (b) Volatility
(c) Complexity (d) All of these
- v. Which of the following is correct? **1**
(a) Internal environmental analysis will look for strength and weakness.
(b) External environmental analysis will look for opportunity and threat.
(c) Both (a) and (b)
(d) None of these

[2]

- vi. Strategic management does not involve _____. **1**
 (a) Setting objectives
 (b) Analyzing the competitive environment
 (c) Analyzing the external organization
 (d) Analyzing the internal organization
- vii. According to the BCG matrix SBU comprising products in an attractive industry but representing little market share would be referred to as _____. **1**
 (a) A Star (b) A Dog
 (c) A Cash Cow (d) A Question Mark
- viii. The "soft" elements of the 7-S framework include all of the following EXCEPT which? **1**
 (a) Style (b) Shared values
 (c) Skills (d) Systems
- ix. Corporate Governance is primarily guided by _____. **1**
 (a) Customers (b) Shareholders
 (c) Board of Directors (d) Employees
- x. The affairs of the company are directed and controlled through the _____ who represent the shareholders of the company. **1**
 (a) Board of directors
 (b) Senior management
 (c) Middle management
 (d) Managing director and chief executive officer
- Q.2 i. What is strategy content? **2**
 ii. Explain any three school of thoughts in strategic management. **3**
 iii. Define strategic management. Give its nature, scope and importance. **5**
- OR iv. Describe strategic fit and configuration perspective in strategic management. **5**
- Q.3 i. Explain internal environment of a firm. **2**
 ii. What is core competency in strategic management? Explain three characteristics and three sources of core competencies. **8**
- OR iii. Write short notes on: **8**
 (a) Business processes
 (b) Sources of sustained competitive advantage

[3]

- Q.4 i. What is strategic group of competitors? Give examples. **3**
 ii. Describe industry life cycle with example. **7**
 OR iii. Explain five forces of industry attractiveness with example. **7**
- Q.5 i. Define corporate strategy and growth strategy. **4**
 ii. Write short notes on: **6**
 (a) Joint venture (b) Strategic alliance
 (c) Merger& acquisition
- OR iii. Explain BCG matrix with suitable examples. **6**
- Q.6 Attempt any two:
 i. Explain 7S Framework of strategic implementation. **5**
 ii. What is strategic control? Explain four types of strategic control. **5**
 iii. What is strategic evaluation? Give four criteria for strategic evaluation and control. **5**

Marking Scheme
Business Strategy (T) - OE00090 (T)

Q.1	i)	c. Corporate level strategy		1	Q.4	i.	Strategic group of competitors Give examples.	2 Marks 1 Mark	3
	ii)	c. Both A&B		1		ii.	Industry life cycle with example.	(As per explanation)	7
	iii)	a. Environmental Analysis		1	OR	iii.	Five forces of industry attractiveness With example.	5 Marks 2 Marks	7
	iv)	d. All of the above		1					
	v)	c. Both A&B		1	Q.5	i.	Define Corporate strategy Growth strategy.	2 Marks 2 Marks	4
	vi)	c. Analyzing the external organization		1		ii.	i. Joint Venture ii. Strategic Alliance iii. Merger& Acquisition	2.5 Marks 2.5 Marks 2 Marks	6
	vii)	d. A Question Mark		1		OR	iii. BCG matrix Suitable examples.	4 Marks 2 Marks	6
	viii)	d. Systems		1					
	ix)	c. BOD		1	Q.6	i.	7S Framework of strategic implementation	(As per explanation)	
	x)	a. Board of Directors		1		ii.	Strategic control Four types of strategic control	1 Mark (1 Mark*4)	
Q.2	i.	Strategy Content	(As per explanation)	2		iii.	strategic control.	(As per explanation)	
	ii.	Three school Management.	(1 Mark*3)	3					
	iii.	Strategic Management	2 Marks	5					
		Its nature	1 Mark						
		Scope and Importance	1 Mark						
OR	iv.	Strategic Fit	2.5 Marks	5					
		Configuration Management	2.5 Marks						
Q.3	i.	Internal environment of a firm.	(As per explanation)	2					
	ii.	Core Management.	2 Marks	8					
		Characteristics	3 Marks						
		sources of core competencies.	3 Marks						
OR	iii.	Business Processes	4 Marks	8					
		ii. Sources Advantage	4 Marks						
