

Reg. No.

Question Paper Code

11574

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV/DEC 2022

Fifth Semester

Computer Science and Business Systems

20CBMG502 - BUSINESS STRATEGY

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	<i>Marks, K-Level, CO</i>
1. Define Strategy.	2,K1,CO1
2. Who are the Strategy makers in an Organization?	2,K1,CO1
3. What is Competitive Advantage?	2,K1,CO2
4. Give the meaning of Competencies.	2,K2,CO2
5. Narrate Corporate Level Strategy.	2,K1,CO3
6. Identify two reasons for Strategic Gap.	2,K2,CO3
7. Define Conglomerate diversification.	2,K1,CO4
8. Differentiate Merger and Acquisitions.	2,K1,CO4
9. Differentiate Strategy and Structure.	2,K1,CO5
10. State the constituents of Corporate Governance.	2,K1,CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) (i) Describe the Strategy Formulation process. 8,K1,CO1  
(ii) Define Mission. State its characteristics and benefits. 5,K1,CO1
- OR**
- b) State the reasons for failure of strategies in detail. 13,K1,CO1
12. a) Explain about a firm's intellectual assets. 13,K2,CO2
- OR**
- b) Explain the factors influencing internal environment. 13,K2,CO2
13. a) Using Porters Five Force Model, perform an external analysis for a shoe manufacturing Company. 13,K3,CO3
- OR**
- b) Explain the process of Corporate Restructuring citing relevant 13,K2,CO3

K1 – Remember; K2 – Understand; K3 – Apply; K4 – Analyze; K5 – Evaluate; K6 – Create

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examples wherever necessary.

14. a) How does Portfolio analysis help in arriving at Strategic Choice? 13,K1,CO4  
OR  
b) Explain the types of Strategic Alliances in detail. 13,K1,CO4
15. a) Draw the importance of Mckinsey's 7S framework. 13,K1,CO5  
OR  
b) Describe the mechanisms of Corporate Governance. 13,K1,CO5

**PART - C (1 × 15 = 15 Marks)**

16. a) Illustrate the most common reasons for diversifying in terms of their impact on Competitive advantage and financial performance. 15,K3,CO3  
OR  
b) Discuss the steps involved in designing Strategic Control systems in brief. 15,K2,CO3