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Question Paper Code	12515
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B.E. / B.Tech. -DEGREE EXAMINATIONS, NOV / DEC 2023
Fifth Semester
Computer Science and Business Systems
20CBMG502 - BUSINESS STRATEGY
(Regulations2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)
Answer ALL Questions

*Marks,
K-Level, CO*

- | | |
|---|----------|
| 1. Recall the importance of strategic management. | 2,K1,CO1 |
| 2. List the objectives of Business Strategy. | 2,K1,CO1 |
| 3. Write the components of Internal Environment of firm. | 2,K1,CO2 |
| 4. Outline the advantages and Disadvantages of Core Competencies. | 2,K2,CO2 |
| 5. What are the Porter's five forces in business strategy? | 2,K1,CO3 |
| 6. Tell the importance of the Porter's value chain model. | 2,K1,CO3 |
| 7. Define Expansion through Integration. | 2,K1,CO4 |
| 8. Define Strategic Alliances. | 2,K1,CO4 |
| 9. Summarize the Application of Mckinsey 7S Model. | 2,K2,CO5 |
| 10. Name the types of the Strategic control –Process. | 2,K1,CO5 |

PART - B (5 × 13 = 65 Marks)
Answer ALL Questions

- | | |
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| 11. a) Summarize the concepts of importance and configuration Perspective in Strategic Management. | 13,K2,CO1 |
| OR | |
| b) Describe the following concepts of strategic management:
(i) Strategy Content.
(ii) Strategy Process.
(iii) Strategy Practice. | 13,K2,CO1 |
| 12. a) Examine the concepts of internal environment of firm. | 13,K4,CO2 |
| OR | |
| b) Correlate the business process of business strategy and capability-based approach strategy. | 13,K4,CO2 |
| 13. a) (i) Organize the ways to sustain competitive the advantages and improve competitive strategy. | 7,K3,CO3 |

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

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(ii) Construct the five forces of industry Attractiveness that shape strategy. *6,K3,CO3*

OR

b) (i) Build the industry life cycle stages in strategic group management. *7,K3,CO3*

(ii) Identify the components of value chain with suitable examples. *6,K3,CO3*

14. a) Illustrate the Business Portfolio Analysis in strategic management. *13,K2,CO4*

OR

b) Summarize the following the concepts: *13,K2,CO4*

(i) Expansion.

(ii) Integration.

(iii) Diversification.

15. a) Extended the concepts of the 7S Framework in McKinsey model. *13,K2,CO5*

OR

b) Explain in detail about the concepts of the Strategic control process and also summarize the types and techniques of the Strategic Control. *13,K2,CO5*

PART - C (1 × 15 = 15 Marks)

16. a) Analyzing the External Environment of XYZ Corporation effectively navigate the evolving external environment in the technology industry to sustain its competitive advantage, given the challenges posed by rapid technological changes, intense market competition, and shifting global economic landscapes. *15,K4,CO3*

OR

b) Analyzing the Strategic Implementation of XYZ Retailers effectively implement its strategic plan to remain competitive in the retail industry, considering the challenges of digital disruption, changing consumer behavior, and the need for operational efficiency. *15,K4,CO5*