

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - V COMPUTER SCIENCE & BUSINESS SYSTEMS : SUMMER : 2024
SUBJECT: BUSINESS STRATEGY

Day : Wednesday

Date : 15/05/2024

S-24169-2024

Time : 10:00 AM-01:00 PM

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Assume suitable data **WHEREVER** necessary.
- 4) Draw neat diagrams **WHEREVER** necessary.

Q.1 What is meant by objectives? Elaborate the characteristics of objectives and state the need for establishing objectives in an organization. (10)

OR

Q.1 Describe the process of Strategic Management. List the elements of Strategic Management. (10)

Q.2 List the environmental factors that can affect an organization's strategy. How would you analyze Competitive Environment? (10)

OR

Q.2 How the strategic management considers the implementation of social and environmental integration? Illustrate. (10)

Q.3 Explain Boston Consulting Group Matrix. Discuss its relevance in present context with suitable example. (10)

OR

Q.3 State the significance of Michael Porter's five forces in today's ever changing business scenarios. (10)

Q.4 Define Portfolio Analysis. What are the elements involved in the portfolio analysis? (10)

OR

Q.4 What is meant by diversification? What are the advantages and disadvantages of a diversification strategy? (10)

Q.5 Explain the several corporate level strategies in detail with appropriate examples. (10)

OR

Q.5 What are the pitfalls that a management should take into consideration while going for Mergers and Acquisitions? (10)

Q.6 The strategic management process encompasses three phases-strategy formulation, implementation, evaluation and control. Discuss. (10)

OR

Q.6 Describe 7S framework of Mckinsey and its importance for an organization. (10)
