

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - V Computer Science & Business Systems : WINTER : 2024
SUBJECT: BUSINESS STRATEGY

Day : Tuesday
Date : 10/12/2024

W-24169-2024

Time : 02:30 PM-05:30 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 Assume yourself as a proprietor of a company and frame the vision and mission of it. (10)

OR

Q.1 Discuss the various school of thoughts and their significance in the strategic management. (10)

Q.2 What is the strategic role of Board of Directors and CEO of a company in the formulation and implementation of a strategy? Explain the utility of Balanced Score Card in the evaluation of a strategy. (10)

OR

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

Q.3 What is meant by Industry Life Cycle? State its importance in the market analysis. (10)

OR

Q.3 Explain the characteristics and principles of Boston Consulting Group with examples. (10)

Q.4 What is meant by diversification? Compare and contrast related and unrelated diversification. (10)

OR

Q.4 Discuss the elements involved in the portfolio analysis and its importance in real business world. (10)

Q.5 The CEO of a company of manufacturing TV sets is considering backward integration in order to have control over inputs and to cut cost of production. He is also exploring the possibility of foreign technical collaboration for the manufacture of state of the art TV screens. As a strategic consultant, you are required to prepare note on the pros and cons of these strategic moves and identify the conditions required to be satisfied by the company. (10)

OR

Q.5 Discuss the Mergers and Acquisitions and state their importance in the today's fast changing business scenarios. (10)

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

OR

Q.6 What are the different types of strategic control techniques? How do you use the Balance Score Card to manage an organization's strategy? (10)
