

**BACHELOR OF TECHNOLOGY (CBCS - 2023)**  
**B. Tech. Sem-V Computer Science & Business Systems : WINTER: 2025**  
**SUBJECT: BUSINESS STRATEGY**

Day : Friday  
 Date : 12/12/2025

**W-30743-2025**

Time : 02:30 PM-05:30 PM  
 Max. Marks : 60

NB :

1. All questions are COMPULSORY.
2. Figures to the right indicate FULL marks.
3. Draw neat labelled diagrams WHEREVER necessary.

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|------|--|------|
| Q. 1 | Elaborate vision and mission statements and their role in strategic management.            | (10) |
|      | <b>OR</b>  |      |
| Q. 1 | Explain how configuration perspective aids in formulating effective strategies.            | (10) |
| Q. 2 | Illustrate how business processes contribute to the development of strategic capabilities. | (10) |
|      | <b>OR</b>  |      |
| Q. 2 | Explain with examples how core competence ensures sustained business success.              | (10) |
| Q. 3 | Illustrate Porter's Five Forces model and its application in service industry analysis.    | (10) |
|      | <b>OR</b>  |      |
| Q. 3 | Explain the concept of generic strategies and their application in different industries.   | (10) |
| Q. 4 | Discuss the process and benefits of business portfolio analysis using the BCG Matrix.      | (10) |
|      | <b>OR</b>  |      |
| Q. 4 | Explain and illustrate the risks and rewards associated with diversification.              | (10) |
| Q. 5 | Evaluate different types of growth strategies adopted by multinational corporations.       | (10) |
|      | <b>OR</b>  |      |
| Q. 5 | Explain the role of mergers and acquisitions in achieving strategic competitiveness.       | (10) |
| Q. 6 | Describe the steps involved in implementing strategy through the McKinsey 7S Framework.    | (10) |
|      | <b>OR</b>  |      |
| Q. 6 | Discuss how corporate governance supports effective strategy execution.                    | (10) |

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