

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)
B.Tech. (CSBS) Sem - V : WINTER- 2022
SUBJECT : BUSINESS STRATEGY

Day : Wednesday
Date : 14-12-2022

W-20463-2022

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) Use of non- programmable calculator is **allowed**.
- 4) Assume suitable data **WHEREVER** necessary.

Q.1 Elaborate the importance of business strategy in an organization with vision and objectives of an organization. (10)

OR

Q.1 What is meant by strategy content, process and practice? Illustrate them with a case study of an organization. (10)

Q.2 What is meant by core rigidity? How does it help in achieving benefits in the prevailing market? (10)

OR

- Q.2** a) Explain in detail core competencies as the root for competitive advantages of the market. (10)
- b) Enlist the sources for sustained competitive advantage and explain why are they important for an organization?

Q.3 Discuss in detail Porter's business level strategy with a case study of an organization. (10)

OR

Q.3 What is meant by strategic groups and industry life cycle? How do strategic groups and industry life cycle help to do assessment of the industry? (10)

Q.4 What are the different steps involved in formulating diversification strategy? Elaborate the advantages of diversification strategy. (10)

OR

Q.4 Explain in detail the following concepts with their benefits: (10)

1. Strategic Alliances
2. Joint Ventures
3. Mergers and Acquisition

Q.5 Explain the concept of diversification and three tests of diversification to an organization. (10)

OR

Q.5 Elaborate the difference between related and unrelated diversification and prepared a business portfolio analysis. (10)

Q.6 Discuss in detail MC Kinsey's 7s framework appraisal with an illustration. (10)

OR

Q.6 Outline the qualitative and quantitative criteria for strategy evaluation and control. State the problem faced by strategists while fixing those criteria. (10)