

B. TECH. (COMPUTER SCIENCE & BUSINESS SYSTEMS) (CBCS - 2018 COURSE)

Computer Science & Business Systems

B.Tech. (CSBS) Sem - V :SUMMER : 2023

SUBJECT : BUSINESS STRATEGY

Day : Monday

Time : 10:00 AM-01:00 PM

Date : 15-05-2023

S-20463-2023

Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Draw neat and labelled diagram **WHEREVER** necessary.
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Q.1 Define Strategic Management. Explain in detail the characteristics and (10) importance of Strategic Management.

OR

Q.1 Discuss the Mintzberg's Five Configurations of Strategic Management and (10) their applications in the Business Strategy.

Q.2 List the Environmental factors that can affect an organization's strategy and (10) how would you analysis competitive Environment?

OR

Q.2 What is competitive advantage? Discuss its building blocks. What are the (10) factors affecting the durability of competitive advantages?

Q.3 What are the stages in the industrial life cycle and how does the stage in an (10) industry's life cycle affect the sales estimate for an industry?

OR

Q.3 Define competitive strategy. Explain the Michael Porter four competitive (10) strategies with business examples.

Q.4 Hassan is one of the India's leading detergent manufacturing companies. The (10) firm has more than twenty-five product types. These have been developed over a period of its ten year existence. Some products are very successful while others have not performed well. The challenge for the board has been the formulation of strategy policy in the way the company manages the portfolio of products. As a newly recruited qualified Cost Accountant. Your advice is being sought to address the following question and submit to the product manager as to provide the input into his paper to the board. Describe the Boston Consulting Group (BCG) growth vector matrix.

P.T.O.

OR

Q.4 Discuss the different conditions when a Company should opt for Unrelated Diversification Strategy? (10)

Q.5 A company is engaged in such businesses as blades and razors, toiletries, toothpastes, stationary products, shavers, coffee makers and dry cell batteries. What approach the company has to adopt for diversification? (10)

OR

Q.5 Explain the concept of joint venture strategy. Can a joint venture be international? Justify your answer with proper reasoning. (10)

Q.6 What are the important perspectives of Balance Score Card. Why is it needed? Explain with suitable examples. (10)

OR

Q.6 What is 7S model and how does it help in reducing difficulties in strategic implementation? (10)

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