

Total No. of Questions: 7

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Enrollment No.....



Faculty of Management  
End Sem (Even) Examination May-2018  
MS3EG07 Business Strategy

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1
- i. Strategic management deals with 1
    - (a) Production and quality
    - (b) Profit and loss
    - (c) Business process
    - (d) All of these
  - ii. Factor Creating opportunity and threats to the business units is known as 1
    - (a) Internal environment
    - (b) External environment
    - (c) Macro environment
    - (d) Micro environment
  - iii. Techniques used in environmental appraisal are 1
    - (a) Single-variable extrapolation/multivariable interaction analysis
    - (b) Structured/ unstructured expert/inexpert opinion
    - (c) Dynamic modes and mapping
    - (d) All of these
  - iv. Change in company's ..... gives rise to problems necessitating a new ..... to be made 1
    - (a) Structure, strategy
    - (b) Strategy, structure
    - (c) Structure, structure
    - (d) Strategy, strategy
  - v. ----- is widely Used framework to summarize a company's situation. 1
    - (a) SWOT
    - (b)TOWS
    - (c) ANSOFF
    - (d) BCG Matrix
  - vi. Identify the environmental factor which requires the advertisement of baby food must inform the potential buyers that mothers meals is the best. 1
    - (a) Social environment
    - (b) Political environment
    - (c) Technological environment
    - (d) Legal environment

P.T.O.

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vii.	BCG Matrix Stands for :	<b>1</b>
	(a) Boston Chalmette Group            (b) British Consulting Group	
	(c) Boston Corporate Group            (d) Boston Consulting Group	
viii.	In GE9 Cell Matrix what is the label of the horizontal axis?	<b>1</b>
	(a) Relative Market Share            (b) Industry attractiveness	
	(c) Industry Growth rate            (d) Market growth Rate	
ix.	These are critical situations that occur unexpectedly and threaten the course of a firm's strategy	<b>1</b>
	(a) Crisis            (b) Emergency            (c) Shut down (d) All of these	
x.	A major part of strategy implementation is	<b>1</b>
	(a) Planning            (b) Communication	
	(c) Resource allocation            (d) Monitoring	
Q.2	i. Explain the Importance of Business Strategy for any Business.	<b>2</b>
	ii. Define Mission. Explain characteristics of Mission.	<b>2</b>
	iii. Explain Strategic Management as a Process – with an example.	<b>4</b>
OR	iv. Explain the importance of vision statement for an organisation.	<b>4</b>
Q.3	i. Discuss porters five force Model with an example.	<b>3</b>
	ii. What are the approaches of Environmental Analysis?	<b>5</b>
OR	iii. Describe External Analysis of an Organisation.	<b>5</b>
Q.4	i. What are the Factors of Internal Strength for an organisation?	<b>3</b>
	ii. Explain General, Industry and International Environment.	<b>5</b>
OR	iii. Explain the factors which act as a Strength and Weakness of an Organisation.	<b>5</b>
Q.5	i. Explain the various ways of making strategic decision.	<b>2</b>
	Attempt any two:	
	ii. Explain the strategies of TWOS matrix.	<b>3</b>
	iii. Explain BCG matrix in detail.	<b>3</b>
	iv. Explain Implementation of ETOP matrix.	<b>3</b>

Q.6	Attempt any two:	
	i. Discuss the major issue involved in Strategic Implementation.	<b>4</b>
	ii. Discuss the core competencies being used to implement the strategies.	<b>4</b>
	iii. What is an Effective control system for a Strategy?	<b>4</b>
Q.7	Case Study	<b>10</b>
	Metlapp Networks and Technologies Ltd. is a leader in technology innovation in the United States, creating products and solutions for connecting the world. It has a large research and development team which invented the first smart watch, named as W-7. The watch besides showing the time also monitors few health parameters like heart beat, blood pressure etc.	
	While in search of markets abroad, the company found that in India, the reform process was underway with the aim of accelerating the pace of economic growth. The company decided to take advantage of simplified export procedure and removal of quantitative as well as tariff restrictions in India.	
	It set up its office in Jamnagar with a view to capture the Indian market. In a short span of time, the company emerged as a market leader. Success of the company attracted many other players to enter the market. Competition resulted in reduction in prices, thereby benefiting the customers.	
	(a) Explain briefly any three impacts of these concepts on Indian business and industry.	
	(b) Write SWOT analysis.	

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## Marking Scheme

### MS3EG07 Business Strategy

Q.1	i. Strategic management deals with (c) Business process	1			3
	ii. Factor Creating opportunity and threats to the business units is known as (d) Micro environment	1			5
	iii. Techniques used in environmental appraisal (d) All of these	1			5
	iv. Change in company's ..... gives rise to problems necessitating a new ..... to be made (b) Strategy, structure	1			5
	v. ----- is widely Used framework to summarize a company's situation or current. (a) SWOT	1			5
	vi. Identify the environmental factor which requires tha advertisement of baby food must inform the potential buyers that mothers meals is the best. (a) Social environment	1			5
	vii. BCG Matrix Stands for : (d) Boston Consulting Group	1			5
	viii. In GE9 Cell Matrix what is the label of the horizontal axis? (b) Industry attractiveness	1			5
	ix. These are critical situations that occur unexpectedly and threaten the course of a firm's strategy (a) Crisis	1			5
	x. A major part of strategy implementation is (c) Resource allocation	1			5
Q.2	i. Importance of Business Strategy for any Business Any 2 points	2	(1 mark * 2)		5
	ii. Mission Characteristics of Mission	2	1 mark 1 mark		5
	iii. Strategic Management as a Process Example	4	3 marks 1 mark		5
OR	iv. Importance of vision statement from organisation	4			5
Q.3	i. Porters five force Model . Picture + Description	3			5
	ii. Approaches of Environmental Analysis 1 mark each point	5	(1 mark * 5)		5
	OR iii. External Analysis of an Organisation. 1 mark each point	5	(1 mark * 5)		5
Q.4	i. Factors of Internal Strength for an organisation. 3 factors one marks each	3	(1 mark * 3)		5
	ii. General, Industry and International Environment. 5 points on marks each	5	(1 mark * 5)		5
	OR iii. Factors which are act as a Strength Factors which are act as a Weakness	5	2.5 marks 2.5 marks		5
Q.5	i. Ways of making strategic decision. Attempt any two:	2			3
	ii. Strategies of TWOS matrix.	3	4 points		3
	iii. BCG matrix	3	4 points		3
	iv. Implementation of ETOP matrix.	3	4 points		3
Q.6	Attempt any two:				4
	i. Major issue involved in Strategic Implementation	4	4 steps		4
	ii. Core Competencies being used to Implement the Strategies.	4	4 core competencies		4
	iii. Effective Control System for a Strategy	4	(4 points 1 mark each)		4
Q.7	Case Study				10
	(a) Explain briefly any three impacts of these concepts on Indian business and industry.			2 marks	
	The three impacts of reforms on Indian business and industry are outlined below:				
	<ul style="list-style-type: none"> <li>• Increasing competition: The Indian firms are facing lot of competition due to changes in the rules of industrial licensing and entry of foreign firms. This change is more apparent in the sectors which were earlier reserved for private sector only like</li> </ul>				

banking, insurance, telecommunications, etc.

- More demanding customers: With the easy availability of wider choice in purchasing better quality of goods and services due to high competition consumers have become more aware and demanding. The growing expectations of the consumers has increased the pressure on the business firms.
- Rapidly changing technological environment: With the entry of new firms which are far more superior in terms of technology the small firms are facing a lot of challenges. Moreover, the firms are constantly involved in innovating new products and upgrading present products with the help of better technologies in order to satisfy the customers demands.

(b) SWOT Ananalysis

8 marks

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