

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

**B.Tech. (CSBS) Sem - V : : SUMMER - 2022**

**SUBJECT : BUSINESS STRATEGY**

Day : Thursday  
Date : 2/6/2022

**S-20463-2022**

Time : 10:00 AM-01:00 PM  
Max. Marks : 60

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**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** Discuss the important steps involved in strategic management process with a case study of an organization. **(10)**

**OR**

**Q.1** Evaluate the Mintzberg's ten schools of thoughts for strategy formulation. **(10)**

**Q.2** What do you understand by the internal environment, how does it help in building a firms strategy. **(10)**

**OR**

**Q.2** What do you mean by core competencies? Discuss the process of preparing a strategy for competitive advantage using core competencies. **(10)**

**Q.3** Explain the porter's matrix of generic strategies with suitable examples? **(10)**

**OR**

**Q.3** Why the industry life cycle concept is an important factor in determining a firm's business level strategy? Justify your answer with proper reasoning. **(10)**

**Q.4** ABC Bank, a subsidiary of an International Bank has experienced a serious decline in its business performance. The deposits are down, the loan portfolio has lot of bad debts and head office is planning to slash the level of investment in the bank. Provide a solution to the bank by using Porter's Five Forces of Competition Model to establish the impact of competition on the overall performance of the bank. **(10)**

**OR**

**Q.4** Reliance Group of Companies, a prominent diversified company of India, has different lines of business that consist of production of oil and petroleum, Telecommunication, entertainment, etc. Is a Reliance related to unrelated diversified company? If yes/no? Why do you think so? **(10)**

**P.T.O.**

**Q.5** Discuss any four growth strategies of an organization to increase their profits. (10)

**OR**

**Q.5** Company A and Company B have created a new company C with 50/50 equity participation. Is it a joint venture or a strategic alliance or an acquisition? Give your arguments. (10)

**Q.6** Discuss the steps involved in process of strategic control and its implementation for an organization. (10)

**OR**

**Q.6** Define Corporate Governance. Discuss its relationship with internal and external stakeholders. (10)

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