

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-4)
CORPORATE STRATEGY

Subject Code : MBA401/18

M.Code : 77807

Date of Examination : 07-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Answer the following :

- a) What do you understand by the term 'Environment'?
- b) What is Corporate restructuring?
- c) What is Industry analysis?
- d) What is Concentric Diversification?
- e) What are the steps in formulation of a strategy for a business?
- f) What is BCG Model?
- g) What is a Joint Venture?
- h) Define TOWS.

SECTION-B

UNIT-I

2. What is Environmental Analysis? How would you carry it out for setting up a new garment business in Punjab? Discuss.
3. **Write notes on the following :**
 - a) Mission Statement
 - b) Objectives versus Goals

UNIT-II

4. Discuss any Business Level Strategy in detail with some real-world examples.
5. Discuss the major features and uses of VRIO Framework in detail.

UNIT-III

6. What are the implications of Strategic outsourcing for a business? Discuss.
7. Elaborate in detail the Product life cycle Matrix.

UNIT-IV

8. Explain the role of Leadership for any large-scale business.
9. What is Strategy Evaluation? Explain its relevance.

SECTION-C

10. **Read the following case study and answer the below mentioned questions:**

In our opinion, it does not make much difference if the resources raised from disinvestment strategy of public enterprises are used as receipts to be spent on education, health and employment generation schemes or used for retiring a part of the past public debt. In the case of disinvestment receipts being used for making worthwhile expenditure will result in a lower borrowing by the Government, that is, less increment in public debt; Disinvestment, especially the strategic privatisation of public sector enterprises, will ensure that the working of these enterprises will be governed by professional managers guided by market mechanism instead of being administered by bureaucrats. Functioning of these enterprises in the competitive environment of free markets will lead to higher

efficiency and productivity. Privatisation will also lead to the closing down of unviable and sick public sector enterprises. A private company which buys such sick public sector units will benefit only from the real estate and assets of the sick public sector units. Privatisation of public enterprises through public sector disinvestment is also beneficial because this will enable these enterprises to attract private foreign investment in setting up joint ventures. It may be noted that capital inflow through private direct foreign investment is better than that procured through foreign aid or commercial borrowing from abroad. In support of privatisation of public enterprises it is also argued that it will end state monopolies in certain industries. State monopoly is said to be as bad and undesirable as private monopolies. The privatisation of some monopolistic public enterprises would infuse competition which will lead to increase in efficiency and productivity. As a result of privatisation underutilized capacity will be fully utilised. Disinvestment, especially privatisation of public sector enterprises, will ensure that the working of these enterprises will be governed by professional managers guided by market mechanism instead of being administered by bureaucrats.

Questions :

- a) Summarize the case in your own words.
- b) Discuss the advantages of Disinvestment Strategy.
- c) Give your views against the Disinvestment Strategy.
- d) As per the case, how Privatization Strategy is beneficial?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.