

CBCS SCHEME

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18CB56

Fifth Semester B.Tech. Degree Examination, Jan./Feb. 2023 Business Strategy

Time: 3 hrs.

Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Module-1

- 1 a. Explain the basic elements of strategic management process. (10 Marks)
b. Elaborate on how strategic management is important to an organization. (10 Marks)

OR

- 2 a. What is meant by strategic management? Explain the strategic management process. (10 Marks)
b. Explain the nature of strategy. Discuss the levels of strategy. (10 Marks)

Module-2

- 3 a. What is a mission statement? Explain why a mission statement should accommodate the future growth of a company. (10 Marks)
b. Discuss the guidelines required for developing a strategic vision. (10 Marks)

OR

- 4 a. Explain how to link vision and mission with company values. (10 Marks)
b. Outline various levels of objectives. (10 Marks)

Module-3

- 5 a. Explain the elements of Porter's 5 forces model. (10 Marks)
b. Briefly explain value chain and state its advantages. (10 Marks)

OR

- 6 a. Elaborate SWOT analysis. (10 Marks)
b. Describe the process of value chain analysis. (10 Marks)

Module-4

- 7 a. Discuss various stages of industry life. (10 Marks)
b. Explain BCG growth share matrix. (10 Marks)

OR

- 8 a. Explain the GE Multifactor Portfolio Matrix. (10 Marks)
b. Explain managerial grid of Blake and Mouton. (10 Marks)

Module-5

- 9 a. What is organizational culture? Outline the advantages and disadvantages of organizational culture. (10 Marks)
b. Discuss how organizational culture promotes implementation of strategy. (10 Marks)

OR

- 10 a. Explain the importance of functional and divisional organization structures. (10 Marks)
b. How do you use emotional intelligence to create a high performance team? (10 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and/or equations written eg, 42+8=50, will be treated as malpractice.