

Roll No. ....

Total Pages : 2

**CMBS/D-19 13635**  
**CORPORATE STRATEGY**

Paper - MBA - 301

Time allowed : 3 Hours

Maximum Marks : 70

*Note :* Attempt any 5 questions. Q.no. 1 is compulsory and comprises of 20 marks. Rest of the questions carry 10 marks each.

1. (a) How do vision and policy of a firm relate to each other?  
(b) What are some of uncontrollable components of business environment?  
(c) What are primary activities in value chain of a firm?  
(d) Differentiate between SWOT and ETOP  
(e) Explain the concept of synergy in context of strategic management
2. Assume that you are the CEO of a firm and have to formulate a strategy for success of your new product line. What process will you follow to formulate the strategy?
3. Explain the concept of long term strategy, short term strategy and tactics. How are these interrelated?

4. Explain the concept of business environment. From the strategic management perspective, what are various techniques of environmental scanning?
5. Explain the concept of business ethics. How do ethics influence the process of strategy formulation and implementation?
6. What is value chain analysis? How is helpful in strategic decision making?
7. Write short notes on:
  - (i) Operational control
  - (ii) Leadership and strategy
8. Write an essay on the current trends in strategic management. How has IT influenced the strategy formulation, implementation and control?
9. In a dynamic business environment, what factors influence the choice of various strategic alternatives? Explain with the help of suitable examples.