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Total No. of Printed Pages: [01]

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B.Tech. (Civil Engg.) (Semester – 7th)

CORPORATE STRATEGY

Subject Code: BBAD0F99

Paper ID: [OE3110714]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

Q1. Attempt the following:

- a. Differentiate between Strategy and Tactics.
- b. What do you mean by Matrix structure?
- c. What are the evaluation techniques for Strategic and Operational control?
- d. What is the significance of synergy for an organization?
- e. Define Forward integration with the help of example.
- f. Discuss resource allocation as a tool of strategy and strategic implementation.
- g. Write a short note on GE nine cell frameworks.
- h. Explain Mission statement of a company.
- i. Give the meaning of corporate culture.
- j. What are conglomerate businesses?

Section – B

(5 marks each)

- Q2. Distinguish between SWOT and TOWS giving examples.
- Q3. Discuss external environmental scanning techniques using an industry example.
- Q4. Write detailed notes on expansion and retrenchment as corporate level strategies.
- Q5. Internal appraisal is absolutely essential to determine the organizational strengths and weaknesses. Discuss.
- Q6. Discuss the steps involved in process of strategic control.

Section – C

(10 marks each)

- Q7. Explain in detail the leadership, differentiation and focused strategies. What are the advantage and disadvantages of each?
- Q8. Describe the organizational system and techniques of strategic evaluation.
- Q9. Discuss external environmental scanning techniques using an industry example.