Roll No……..….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

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.