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Roll No. ....

**18CC2002**

**M.B.A. EXAMINATION, 2020**

(Third Semester)

(C Scheme) (Main & Re-appear)

(MBA)

MBA203C

**CORPORATE STRATEGY**

*Time : 2½ Hours]*

*[Maximum Marks : 75*

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Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

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**Note :** Attempt *Four* questions in all. All questions carry equal marks.

1. Why has strategic management become so important to today's corporations ? How does strategic management typically evolve in a corporation ?
2. Why are strategic decisions different from other kinds of decision ? How the companies take strategic decisions ?
3. According to Porter, what determine the level of competitive intensity in an industry ?
4. How the BCG Matrix is different from GE 9 Cell Matrix ? What strategic decision the corporate managers can take by using BCG Matrix and GE 9 Cell Matrix ?
5. What are some ways to implement a new strategy in the organization without creating a lot of resentment and conflict with the employees ?
6. (a) Personal values and business ethics  
(b) Corporate politics and use of power.

7. How can the company use the McKinsey 7s Framework for strategy evaluation ? How this framework will be applied ?
8. Is the evaluation and control process appropriate for a corporation that emphasizes creativity ? Are control and creativity comparable ?