

**Unit IV**

**No. of Printed Pages : 04**

**Roll No. ....**

7. Explain why strategic control is necessary and indicates how they might be improved. **15**
8. Select an organization of your choice and analyse the proposed changes in that organization using 'Seven S Framework'. **15**

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**M.B.A. EXAMINATION, May 2019**

(Third Semester)

(C Scheme) (Re-appear)

MBA203C

**CORPORATE STRATEGY**

*Time : 3 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 *Five* questions in all, selecting at least *one* question from each Unit.

### **Unit I**

1. Little empirical evidence indicates that having a formal, written mission statement improves a firm's performance. Yet many firms spend a great deal of time and money developing mission statements. Why ? **15**
2. If the corporate strategy is so uncertain and has such a strong element of judgement, is there any point in its formal analysis ? **15**

### **Unit II**

3. Opportunities analysis seems to suggest that strategic opportunities are available in almost any industry, including declining ones. If that is true, is it fair to say that there is really no such thing as an unattractive industry ? If yes, what implications does this have for the five forces model ? If no, describe an industry that has no opportunities. **15**

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4. (a) Although cost leadership is perhaps less relevant for firms pursuing product differentiation, cost are not totally irrelevant. What advice about cost would you give a firm pursuing a product differentiation strategy ? **8**
- (b) Under what conditions will a related diversification strategy not be a sources of competitive advantages for a firm ?

**7**

### **Unit III**

5. How can objectives and tasks be communicated from senior management while at the same time motivating those who have to implement the strategy ? **15**
6. What are the main reasons for resource changes in an organization ? How do they affect the strategy implementation ? **15**

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**P.T.O.**