

Question Paper Code : 3788

M.B.A. (Semester-IV) Examination, 2018

CORPORATE EVOLUTION & STRATEGIC MANAGEMENT (OC/BP)

[CP-401]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in **all**. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Give strategic insights into following : [3x10 = 30]
- (a) Outsourcing vs Vertical Integration
 - (b) Benchmarking
 - (c) Competitive form of M-structure
 - (d) Corporate parenting
 - (e) Horizontal and Vertical fit
 - (f) Symbolic and Substantive rewards
 - (g) Aspects of strategic alignment
 - (h) Balance score card

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(1)

[P.T.O.]

- (i) Achieving effectiveness
- (j) Centralization vs. Decentralization

UNIT-I

2. Discuss the nature of interrelationship between strategy formulation and implementation. Provide examples of such interrelationship. [10]
3. Enumerate and discuss salient features of different approaches to managing change. [10]

UNIT-II

4. Describe the roles and responsibilities of different functionaries in an organisation in implementing strategy. [10]
5. Describe the components of building a capable organisation. [10]

UNIT-III

6. What would be your approach towards **any two** of the following issues :
 - (i) Matching structure to strategy
 - (ii) Installing support systems in organisation

- (iii) Dealing with personal and political implications of rewards [5+5=10]

7. Write notes on **any two** of the following : [5+5=10]

- (i) Attributes of strategy supportive culture
- (ii) Areas of operational effectiveness
- (iii) Ways to engrain ethical values in culture

UNIT-IV

8. Discuss the key policy variables in the functional areas of marketing or production and operations. [10]
9. (a) Outline the strategic issues involved in joint ventures as well as strategic alliances.
(b) Suggest strategies that Indian companies can use to compete against global companies in India. [5+5=10]

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