

**Programme: MBA**  
**Course: Corporate Strategy**  
**Course Code:11.604**  
**Enrolment no. \_\_\_\_\_**

**Full Marks: 70**  
**Time: 3 Hrs.**

Q.No.	Questions	CO	Bloom Taxonomy Category	Marks
<b>Section I</b>				
1	<b>Short Answer type questions.</b>			<b>4 x 5 = 20</b>
a	Differentiate between strategy and tactics.	CO1	Understand	
	or			
b	What is long-range planning? How does it differ from strategic planning?	CO1	Understand	
	or			
c	Explain the purpose of a company's vision statement.	CO2	Understand	
	or			
d	Define organizational goals and explain their significance.	CO2	Understand	
	or			
e	Explain the rationale for mergers and acquisitions.	CO3	Understand	
	or			
f	Describe the concept of benchmarking.	CO3	Remember	
	or			
g	State any two techniques of strategic evaluation and control.	CO4	Remember	
	or			
	Explain the Balanced Scorecard framework.	CO4	Understand	
<b>Section II</b>				
	<b>Long Answer type questions.</b>			<b>3 x 10 = 30</b>
2	Explain the steps involved in the strategic management process.	CO1	Understand	
	or			
3	Discuss the importance of ethical considerations in strategic decision-making.	CO1	Analyze	
	or			
4	Discuss the potential benefits and drawbacks of strategic alliances.	CO3	Understand	
	or			
5	Explain the role of organizational structure in implementing a chosen strategy.	CO3	Understand	
	or			
6	Analyze the significance of performance measurement in strategic control.	CO4	Evaluate	
	or			
	a. What are some common barriers to effective strategic evaluation and control? b. What is a control process in strategic management?	CO4	Analyze	
<b>Section III</b>				
	<b>Application based questions</b>			<b>1 x 20 = 20</b>
7	Choose a specific industry and formulate a potential market development strategy for an existing company in that industry. Justify your strategic choice.	CO2	Create	
	or			
	Evaluate the suitability of a differentiation strategy for a company operating in a highly competitive market. Justify your answer with relevant arguments.	CO2	Create	

### Course Outcomes

On the completion of the Course, the students will be able to:

CO 1: Understand the various concepts & perspectives involved in strategic decision- making.

CO 2: Apply the concepts & principles of strategic management to building/developing strategies to solve business problems & provide strategic solutions.

CO 3: Develop analytical skills in strategy formulation & implementation.

CO 4: Evaluate critical business decisions & strategies & to apply the techniques of strategic evaluation & control to take corrective measures.