

MBA (FT) Degree IV Semester End Semester Examination- June. 2022**21371-0401: Corporate Governance and Strategic Management****(Regular)**

Time: 3 Hours

Max. Marks: 50

PART A*(Answer ALL questions. Each question carries 2 marks)*

1. List out the criteria for identifying companies that are required to comply with mandatory CSR in India?
2. Define SBU
3. Describe VRIO framework
4. Explain concentric growth strategy?
5. Distinguish between special alert control and premise control

(5X2=10)**PART B***(Answer ANY FIVE Questions. Each question carries 4 marks)*

6. Assess how provisions in Clause 49 of the SEBI listing agreement ensure effective corporate governance.
7. Analyse the impact of macro environment on a firm in the context of strategic management using the PESTEL framework in Indian settings.
8. Apply Porter's five forces model to analyse the competitive environment of an industry of your choice.
9. Discuss the growth strategy options at corporate level and analyse the factors that influence the choice of growth strategy.
10. Why is corporate social responsibility considered strategically important for a firm's growth and survival?
11. Evaluate the role of organization structure in the successful implementation of strategy.
12. Using McKinsey's 7'S framework, evaluate the challenges of associated with organizational change in strategic management.

(5X4=20)**PART C***(Answer ANY TWO questions. Each question carries 10 marks)*

13. Imagine a firm following cost leadership and differentiation strategies simultaneously. Appraise the risks and benefits for the firm in this context.
14. Evaluate the portfolio analysis tools, GE Multifactor Portfolio Matrix and BCG Matrix. Which is a better tool in the context of a firm operating in a highly dynamic environment. Establish your argument with suitable examples from Indian examples.
15. ABC Enterprise is a prominent firm engaged in manufacturing and marketing two-wheelers in India. The company has a healthy market share for its brand in the value-for-money segment in the market. Most people in India recognize this brand as synonymous with *the bike for the common man*. Off late, the top management has started contemplating the possibility of entering the high-end segments. Evaluate the decision in the light of competitive strategy implications.

(2X10=20)