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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**B.Tech**

**SEM: V - THEORY EXAMINATION (2024- 2025)**

**Subject: Business Strategy**

**Time: 2 Hours**

**Max. Marks: 50**

**General Instructions:**

**IMP:** Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION-A**

15

1. Attempt all parts:-

- 1-a. Identify which of the following is not a recognized element of corporate strategy. (CO1) 1
- (a) Competitive advantage
  - (b) Closure
  - (c) Acquisition
  - (d) Divestment
- 1-b. Indian Airlines decreasing the airfare on the Delhi-Mumbai sector following the introduction of the no frills airlines would be an example of. (CO2) 1
- (a) Cost leadership
  - (b) Price leadership
  - (c) Focus
  - (d) Market retention
- 1-c. A retrenchment strategy is designed to reduce. (CO3) 1
- (a) Technical losses
  - (b) Financial losses
  - (c) scale and scope of business
  - (d) All of these
- 1-d. Mergers and Acquisitions, strategic alliances and joint ventures fall under expansion through. (CO4) 1

(a)	Concentration	
(b)	Diversification	
(c)	Cooperation	
(d)	Internationalization	
1-e.	The evaluation of strategies and selection of the best alternative is. (CO5)	1
(a)	Strategic decisions	
(b)	Strategic choice	
(c)	Strategic program	
(d)	None of the above	
2.	Attempt all parts:-	
2.a.	Distinguish between vision and mission. (CO1)	2
2.b.	Distinguish between distinctive competitiveness and competitive parity. (CO2)	2
2.c.	Define a fragmented industry. (CO3)	2
2.d.	Mention any two advantages of joint-venture. (CO4)	2
2.e.	Discuss the importance of sustainable development. (CO5)	2
	<b><u>SECTION-B</u></b>	15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss various HR strategies adopted by business firms during Covid-19. (CO1)	5
3-b.	Analyze different types of resources in a business firm with suitable examples. (CO2)	5
3-c.	Discuss few situations in which differentiation strategies are more suitable for a business firm with examples. (CO3)	5
3-d.	Compare and contrast between expansion and diversification. (CO4)	5
3-e.	Explain main factors affecting social orientation of business firms. (CO5)	5
	<b><u>SECTION-C</u></b>	20
4.	Answer any <u>one</u> of the following:-	
4-a.	Strategy should be always compatible to the business environment. Elaborate. (CO1)	4
4-b.	Describe the different levels of strategy with suitable examples. (CO1)	4
5.	Answer any <u>one</u> of the following:-	
5-a.	Discuss the reasons why and how the Indian IT industry has grown to be a world class industry. (CO2)	4
5-b.	Business opportunities are enormous in cement industry. Suggest few strategies to ultratech cement to increase its market share. (CO2)	4
6.	Answer any <u>one</u> of the following:-	
6-a.	Define growth strategies. Mention appropriate business conditions when a company must adopt growth strategies. (CO3)	4
6-b.	Describe the reasons for adopting low cost business strategies to better compete in	4

Indian market. (CO3)

7. Answer any one of the following:-

- 7-a. Discuss the rationale for restructuring by organizations. (CO4) 4
- 7-b. Discuss the need for backward integration with reference to reliance industries limited. (CO4) 4

8. Answer any one of the following:-

- 8-a. Write a descriptive note on various stakeholders in a business organization. (CO5) 4
- 8-b. Define control. Distinguish between strategic control and operational control. (CO5) 4

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