

**BUSINESS ENVIRONMENT, FUNCTIONS AND CORPORATE STRATEGY
(CSBS 4101)**

Time Allotted : 2½ hrs

Full Marks : 60

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 4 (four) from Group B to E, taking one from each group.*

Candidates are required to give answer in their own words as far as practicable.

Group – A

1. Answer any twelve:

12 × 1 = 12

Choose the correct alternative for the following

- (i) Hierarchy of strategic intent:
 - (a) vision > mission > goals> objectives> plans
 - (b) mission> vision>goals>objectives>plans
 - (c) plans>vision> mission> goals> objectives
 - (d) goals> vision> mission>objectives>plans
- (ii) SWOT stands for
 - (a) services worldwide optimization and transport
 - (b) special weapons for operations for timeless
 - (c) strength weakness opportunity and threat
 - (d) strength worldwide overcome threats
- (iii) Which of the following is not a major elements of the strategic management process?
 - (a) formulation of strategy
 - (b) implementation of strategy
 - (c) evaluating of strategy
 - (d) assigning administrative tasks
- (iv) Low cost and differentiation are examples of
 - (a) corporate strategies
 - (b) operational strategies
 - (c) business strategies
 - (d) functional strategies
- (v) Which environment can create new markets and new business segments ?
 - (a) political environment
 - (b) economical environment
 - (c) socio-cultural environment
 - (d) technological environment
- (vi) When does horizontal integration occur?
 - (a) when a firm acquires with a major competitor
 - (b) when a firm acquires or merges with an unrelated business
 - (c) when a firm acquires or merges with a distributor
 - (d) when a firm acquires or merges with a supplier firm

- (vii) What kind of strategy divestment is?
 (a) an asset-reduction strategy (b) a weakness –reduction strategy
 (c) a product-reduction strategy (d) a cost-reduction strategy
- (viii) What type of a strategy is stability strategy?
 (a) corporate level (b) functional level
 (c) strategic level (d) business level
- (ix) The BCG Matrix is based on
 (a) industry attractiveness & business strength
 (b) industry growth rate & business strength
 (c) industry attractiveness & relative market share
 (d) industry growth rate & relative market share
- (x) Which of the following shows concern for non-profit organizations?
 (a) the market to service (b) identifying suppliers to deal with
 (c) developing capabilities (d) building monopolies

Fill in the blanks with the correct word

- (xi) Strategic management process can be broadly divided into _____ phases.
- (xii) The mission states the basic _____ of the organization.
- (xiii) _____ try to hold on to their current position and in the same markets.
- (xiv) _____ are grounded in values and define how people want to behave with each other in the organization.
- (xv) The objective of _____ strategy is to become unique in the industry in ways that are valued by customers.

Group - B

2. (a) What is meant by “Strategic Management”? [[CSBS4101.1)(Analyse/LOCQ]]
 (b) Describe the elements of Strategic Management. [[CSBS4101.1)(Analyse/LOCQ]]
2 + 10 = 12
3. Briefly discuss the concept of 7-S framework in the context of Strategic Management. [[CSBS4101.1)(Remember/LOCQ]]
12

Group - C

4. Write short notes on:
 (i) Environmental scanning
 (ii) Micro environment
 (iii) Macro environment. [[CSBS4101.4)(Analyse /LOCQ]]
(4 + 4 + 4) = 12
5. Describe any two factors of Porter’s five forces analysis. [[CSBS4101.4)(Analyse /LOCQ]]
12

Group - D

6. Briefly summarise the Portfolio strategies and methods. *[(CSBS4101.4)(Analyse /LOCQ)]*
12
7. Mention the normal practices for applying various levels of strategies in a business. *[(CSBS4101.4)(Analyse /LOCQ)]*
12

Group - E

8. Discuss the major issues that are associated with strategy implementation. *[(CSBS4101.4)(Analyse /LOCQ)]*
12
9. Briefly mention the stages of structural development of an organization. *[(CSBS4101.2)(Analyse /LOCQ)]*
12
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Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	100	0	0

