

**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) 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.
- (ii) Which of the following is not a major element of the strategic management process?  
(a) Formulation strategy  
(b) Implementation strategy  
(c) Evaluating strategy  
(d) Assigning administrative tasks.
- (iii) The corporate level is where top management directs  
(a) all employees for orientation  
(b) its efforts to stabilize recruitment heads  
(c) overall strategy for the entire organization  
(d) overall sales projections.
- (iv) Selling all of a company's assets for their tangible worth is called  
(a) divestiture  
(b) concentric diversification  
(c) liquidation  
(d) unrelated integration
- (v) Low cost differentiation and focus are examples of  
(a) corporate strategies  
(b) operational strategies  
(c) business strategies  
(d) functional strategies
- (vi) Strategic business units  
(a) are found in one-business organizations  
(b) carry out strategies assigned by the CEO  
(c) implement the marketing functions strategic planning and management decisions  
(d) develop their own way of competing.

- (vii) The three organization levels are
  - (a) corporate level, business level, functional level
  - (b) corporate level, business unit level, functional level
  - (c) corporate strategy level, business unit level, functional level
  - (d) corporate strategy level, business unit level, organizational level.
- (viii) What type of range is the impact of strategies on the general direction and basic character of a company?
  - (a) Medium range
  - (b) Short range
  - (c) Long range
  - (d) Minimal.
- (ix) Which statement best applies to emergent strategies?
  - (a) Implies an ability to react to the events
  - (b) Implies strategizing
  - (c) Implies no deviation from plans
  - (d) Implies constant evaluation of the bigger picture.
- (x) What do cash cow symbolize in BCG Matrix?
  - (a) Remain diversified
  - (b) Invest
  - (c) Stable
  - (d) Liquidate.

*Fill in the blanks with the correct word*

- (xi) Organizations need to frame \_\_\_\_ strategies.
- (xii) The mission states the \_\_\_\_\_ and the purpose of the organization.
- (xiii) The \_\_\_\_\_ environment refers to government, competition, consumers, technological development etc.
- (xiv) The objective of \_\_\_\_ \_\_\_\_ strategy is to become the lowest cost producer in the industry.
- (xv) \_\_\_\_ \_\_\_\_ represents the internal activities a firm engages in when transforming inputs into outputs.

### Group - B

- 2. (a) What is meant by “Strategy”? [[CSBS4101.1)(Analyse/LOCQ]]
  - (b) What are the nature and characteristics of Strategy? [[CSBS4101.1)(Analyse/LOCQ]]
- 2 + 10 = 12**
- 3. Briefly mention the significance of SWOT analysis in strategy formulation. [[CSBS4101.3)(Analyse/LOCQ]]
- 12**

### Group - C

- 4. Briefly discuss the concept of PESTEL framework. [[CSBS4101.3)(Analyse/LOCQ]]
- 12**

5. Outline the significance of Porter’s five forces analysis. [[CSBS4101.4)(Analyse/LOCQ]]  
**12**

### Group - D

6. (a) Define Portfolio Management. [[CSBS4101.4)(Analyse/LOCQ]]  
 (b) Mention the common approaches and the types of Portfolio Management. [[CSBS4101.4)(Analyse/LOCQ]]  
**2 + 10 = 12**
7. (a) Define the term “Global Strategy”. [[CSBS4101.4)(Analyse/LOCQ]]  
 (b) What are the opportunities and the outcomes of international or global strategy? [[CSBS4101.4)(Analyse/LOCQ]]  
**2 + 10 = 12**

### Group - E

8. (a) What is meant by “Organization Structure”? [[CSBS4101.2)(Analyse/LOCQ]]  
 (b) Briefly discuss the various dimensions of an Organization Structure. [[CSBS4101.2)(Analyse/LOCQ]]  
**2 + 10 = 12**
9. (a) What is meant by Balanced Scorecard? [[CSBS4101.4)(Analyse/LOCQ]]  
 (b) Discuss the major elements of a Balanced Scorecard. [[CSBS4101.4)(Analyse/LOCQ]]  
**2 + 10 = 12**

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	100	0	0

