

TB206725W

Reg. No : .....

Name : .....

**BMS DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023**  
**(2020 Admission Regular, 2019, 2018 Admissions Supplementary)**  
**SEMESTER VI - CORE COURSE ( INTERNATIONAL BUSINESS )**  
**MS6B19B18 - BUSINESS STRATEGY**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Explain Strategic Intent briefly.
2. Discuss any two challenges of strategic management.
3. Name the three approaches to environmental scanning in an organisation.
4. Elucidate Capabilities in the context of Strategic Management.
5. State any four concerns in the industry environment while undertaking Industry Analysis.
6. Discuss the need for functional strategies in organisation.
7. Define Differentiation and Focus in Porter's Matrix.
8. List any four types of organisational structure.
9. Design a diagram for factors affecting organisational structure.
10. At which two levels do strategic evaluation operate?
11. Discuss operational controls.
12. Assess special alert control.

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. State any four characteristics of an Objective.
14. Assess and explain briefly any two nature of the business policy.
15. Discuss the different types of forecasting techniques used in environment scanning.
16. What is Market development?
17. Illustrate Porter's Value Chain Analysis.
18. Share your inferences on Cost Leadership strategies.
19. "Premise control has been designed to check systematically and continuously whether or not the premises set during the planning and implementation processes are still valid". Justify above statement.
20. Discuss structure and strategy interaction in detail.
21. Discuss functional structure.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. Define Strategy. What are the different levels of strategy? Explain in detail with examples.
23. Share your inferences on the concept of marketing environment. Elaborate on its characteristics and in detail explain each with examples.

24. Discuss Porter's Generic Strategies in detail.

25. "In an organisational structure, vertical and horizontal structures play a major role in determining the organisational culture." Critically examine the concept along with each of their characteristics in detail.