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Reg. No : .....

Name : .....

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**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024**  
**2021 ADMISSIONS REGULAR**  
**SEMESTER VI - CORE COURSE B.M.S (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. Discuss any two challenges of strategic management.
2. Define mission and state any four features.
3. Elucidate Capabilities in the context of Strategic Management.
4. Discuss the need for environmental scanning.
5. State four advantages of SWOT analysis.
6. Share your thoughts on corporate level strategy.
7. Define Differentiation and Focus in Porter's Matrix.
8. List any four types of organisational structure.
9. Analyse the need for a Matrix organisational structure.
10. State the three strategic decisions in internationalisation.
11. Analyse entrepreneurial structure.
12. Explain the need to use Porter's Model of Competitive Advantage of Nations.



**Part B**

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

**(6x5=30)**

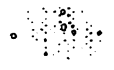
13. Share your inferences on each of the following characteristics of a mission: (a) Brevity of Statement, (b) Showcase Competency.
14. Describe differences between policy and strategy.
15. Discuss the resource based view of internal analysis.
16. Differentiate between capabilities and competencies.
17. Discuss the different types of forecasting techniques used in environment scanning.
18. Discuss any two Retrenchment Strategies.
19. Explain the concept of strategic leadership.
20. What are the different factors that determine the choice of competitive strategy?
21. Explain the following types of vertical integration in detail: (a) Forward Integration, and (b) Backward Integration.

**Part C**

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

**(2x15=30)**

22. Describe the concept of Strategic Management Process. State and explain in detail the four processes with the help of examples. Also, state the challenges faced by such a process in an Indian scenario.
23. Using any one industry as an example, elucidate Porter's Five force Model. Discuss how this model helps in industry analysis.



24. "A business designs its competitive strategy to deliver advantages in the marketplace" - Discuss how corporate strategies help the organization in achieving the competitive advantage.
25. Illustrate Ansoff Matrix through a diagram.

