

AG-162

April-2015

Fifth Year M.B.A. (Integrated)

Strategy Formulation & Implementation – II

Time : 3 Hours]

[Max. Marks : 100

1. Answer any **two** from the following questions. **14**
 - (a) What are the cross-country differences in cultural, demographic and market conditions ? Explain with relevant practical examples.
 - (b) What are the strategy options available for local companies in competing against global challengers ? Discuss with suitable Indian or international illustrations of companies.
 - (c) What are the strategic options available for any company in international markets for finding new market avenues ?

2. (a) What are the strategy horizons required for sustaining rapid growth in any industry ? Explain with suitable examples for each. **7**
 - (b) What are the ten commandments for crafting successful business strategies ? Discuss with relevant examples. **7**

3. (a) Explain in detail the relationship between strategic fit, diversification and economies of scope. Explain in detail any three corporate examples of why companies go in for related diversification. **6**
 - (b) Explain the following terms in detail (any **two**) : **8**
 - (1) Cash cows and Cash hog
 - (2) Divestiture and Spin offs
 - (3) Corporate restructuring and Turnaround strategy

4. (a) What is the importance of staffing and building core competencies and capabilities in building an organization capable of good strategy execution ? Give suitable illustrations. **7**
- (b) Explain how information, operating and reward systems influence internal business operations. Give suitable examples for each. **7**
5. (a) Explain the role of leadership in the culture formation of the organization. What are the liabilities of having a strong culture in the organization ? Discuss in detail. **6**
- (b) Explain various kinds of internet strategies based on the intensity of use of internet in organizations. Give atleast two Indian or International corporate examples to illustrate each of them. **8**
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