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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 11/03/2026

Time: 11:45 AM - 01:15 PM

Course Code: COM2058

Course Name: Strategic Business Leader

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	How the concept of enlightened self-interest in relation to corporate social responsibility? How can voluntary social and environmental initiatives create competitive advantage while simultaneously addressing stakeholder expectations beyond legal compliance?	2	CO1	BT2
2	How globalization has influenced organizational strategy through market integration, consumer homogenisation, and multi-location presence. Briefly assess the strategic challenges companies may face when balancing global standardization with local responsiveness.	2	CO1	BT2
3	Describe the key differences between an entrepreneur and an intrapreneur. How can organizations encourage intrapreneurship internally, and what structural or cultural factors are necessary to ensure innovative ideas are successfully implemented?	2	CO1	BT2
4	Write the importance of stakeholder classification into internal vs external and narrow vs wide groups. How can understanding these classifications help management prioritize stakeholder engagement and manage potential conflicts of interest?	2	CO2	BT2
5	What is the purpose and benefits of sustainability reporting. How does independent assurance enhance the credibility of sustainability disclosures and support informed decision-making by investors, regulators, and other external stakeholders?	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	<p>The ASD company is based in a jurisdiction which has strong principles of corporate governance. The directors realise that if the rules of governance are broken, then there are financial penalties on them personally. However, the rules that must be followed are clear and the directors follow those rules even though they may not agree with them.</p> <p>Recently, one director has noted that if one of the reports required under corporate governance is simply placed into the postal system, then it is deemed to have been received by the shareholders.</p> <p>However, with a significant percentage of items being 'lost in the mail' this provides the company with a good excuse for non-receipt of the report - the director even went so far as to suggest privately that the report should not be produced.</p> <p>Required:</p> <p>(a) Briefly explain the principles-based and rules-based approaches to corporate governance.</p> <p>(b) Contrast the advantages and problems of the system of corporate governance in ASD company's jurisdiction with the alternative approach to governance.</p>	10	CO1	BT3
7	<p>Fruity Drinks provides fruit juices to several supermarket chains, which sell them under their own label. Its marketing manager explains, 'We've got a large number of products. Our freshly squeezed orange juice is doing fine. It sells in the same huge quantities now as it has done for many years.</p> <p>Although margins are low, we have sufficient economies of scale to do very nicely in this market. We've got advanced production and bottling equipment and long-term contracts with some major growers. No problems there.</p> <p>We also sell freshly squeezed pomegranate juice: customers loved it in the tests, but producing the stuff at the right price is a major hassle - all the seeds get in the way. We hope it will be a winner, once we get the production right and start converting customers to it. After all, the market for exotic fruit juices generally is expanding fast.'</p> <p>Required:</p> <p>Analyse the position of each of Fruity Drinks products in its portfolio.</p>	10	CO1	BT3

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	<p>Manchester United Football Club are one of the biggest sporting institutions in the world. Recent research has shown that they have over 600 million fans across the world, they hold a record number of English championships and have been crowned the best team in Europe many times.</p> <p>According to Forbes magazine, they were the 13th most valued sporting franchise in the world (Dallas Cowboys NFL team were 1st) in 2023 and the 2nd most valuable football team in the world (after Real Madrid), valued at \$6.0 billion and have shown consistent revenue growth for at least a decade.</p> <p>Consider the strategic capabilities that contribute to the success of the football club.</p>	10	CO1	BT3
9	<p>What types of generic strategies are the following companies adopting?</p> <ol style="list-style-type: none"> 1. Walmart 2. Saga Holidays (specialises in holidays for people over 50) 3. Bang and Olufson 	10	CO1	BT3

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	<p>Explain how scenario planning can assist an organization in preparing for environmental uncertainty. In your answer, describe the process of developing alternative future scenarios and discuss how this technique supports strategic flexibility and risk awareness without attempting to predict a single most likely outcome.</p>	10	CO2	BT3
11	<p>Evaluate the importance of ethical culture in preventing corporate misconduct. In your answer, explain how formal codes of conduct, training programs, and whistleblowing mechanisms can work together to reinforce ethical behaviour and reduce the likelihood of fraud or regulatory breaches.</p>	10	CO2	BT3

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	<p>Explain how digital transformation can create both strategic opportunities and governance risks for organizations. Discuss the implications of adopting technologies such as data</p>	10	CO2	BT3

	analytics and automation on competitive advantage, internal controls, and the responsibilities of senior management.			
13	Analyze the main advantages and risks associated with an acquisition strategy as a method of strategic development. In your answer, refer to speed of expansion, potential synergies, and integration challenges that may undermine expected benefits.	10	CO2	BT3