



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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Mid - Term Examinations – November 2025

Date: 13-11-2025

Time: 11:00am – 12:30pm

School: SOM-PG	Program: Master Of Business Administration (MBA-PG)	
Course Code: MBA3052	Course Name: Corporate Strategy	
Semester: III	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	34	16	-	-	-

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Do not write anything on the question paper other than roll number.

Part- A

Answer ALL the Questions. Each question carries 3marks.

5Q x 3M=15 Marks

1	Recall the definition of "Strategic Management."	3 Marks	L1	C01
2	List the three fundamental strategy evaluation activities.	3 Marks	L1	C01
3	Differentiate between Supply Chain and Value Chain with suitable examples.	3 Marks	L2	C02
4	List at least four (4) issues to be addressed while performing strategy formulation.	3 Marks	L2	C02
5	Recall the types of CSR activities done in India by various organizations.	3 Marks	L1	C01

Part- B

Answer the Questions

2Qx10M = 20 Marks

6.	Explain in detail the concept of "Neurostrategy" - including the methodology, applications, advantages, and disadvantages.	10 Marks	L2	CO1
Or				
7.	Discuss in detail, the benefits of Strategic Management, with suitable examples.	10 Marks	L2	CO1
Or				
8.	Demonstrate the differences between: 'Capabilities' and 'Competencies' with suitable examples.	10 Marks	L2	CO2
Or				
9.	Discuss in detail the various types of Corporate Philanthropy, with suitable examples.	10 Marks	L2	CO2

Part- C

Answer the following questions

1Qx15M=15Marks

10.	<p>Infosys is a global leader in consulting, technology, and next-generation digital services. Established in 1981 in India, Infosys has grown to become one of the largest IT companies worldwide. The company's mission and vision have played a crucial role in guiding its strategy and business operations over the decades.</p> <p><i>Infosys Mission Statement:</i> "To inspire individuals and organizations to do more and be more by leveraging technology to build better futures for everyone."</p> <p><i>Infosys Vision Statement:</i> "To be a globally respected corporation that provides best-of-breed business solutions, leveraging technology, delivered by best-in-class people."</p> <p>Infosys has always been a pioneer in adopting innovative technologies and solutions to address the needs of its global clients. Over the years, the company has continuously evolved its strategies to meet the dynamic demands of the technology sector.</p> <p>The mission and vision of Infosys have been central to shaping its corporate strategy, guiding decisions on market expansion, product development, talent acquisition, and sustainability initiatives. Through its vision, Infosys aims to be recognized as a leader in digital transformation by providing the highest quality services, while the mission statement focuses on creating value for individuals and businesses through technology.</p>	15 Marks	L3	CO1
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	<p><u>Strategic Actions Taken by Infosys:</u></p> <p>1. Investing in Innovation: Infosys has significantly invested in new technologies like AI, machine learning, blockchain, and cloud computing. These investments align with the company's mission to drive innovation and improve business outcomes for its clients.</p> <p>2. Talent Development: Infosys has a strong emphasis on training and developing its workforce to ensure it delivers "best-in-class" services. Initiatives like "Reskill and Restart" help their employees stay competitive and adapt to the changing demands of the IT industry.</p> <p>3. Sustainability and CSR: Infosys integrates sustainability into its business strategy by focusing on green technologies and reducing its carbon footprint. Their mission to "build better futures" is reflected in initiatives that promote social, economic, and environmental sustainability.</p> <p>4. Global Expansion: The vision of being a "globally respected corporation" is evident in Infosys's efforts to expand its presence in new markets like North America, Europe, and Asia-Pacific. The company has established innovation hubs and centers of excellence around the globe to cater to local needs.</p> <p><u>Review Questions:</u></p> <p>1. How do the mission and vision statements of Infosys influence its corporate strategy?</p> <p>2. In what ways does Infosys's mission statement impact its approach to talent development?</p> <p>3. How does Infosys's vision statement guide its sustainability initiatives?</p> <p>4. How can Infosys ensure that its mission and vision remain relevant in the face of rapidly changing technology trends?</p> <p>5. What role does Infosys's mission play in shaping its relationship with clients and stakeholders?</p>			
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