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PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks: 100

Max Time: 180 Mins

Weightage: 40 %

END TERM FINAL EXAMINATION

I Semester AY 2017-2018

Course: **MGT 302 Corporate Strategy**

19 Dec 2017

Instructions:

- i. Write legibly
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Part A

[5 Q x 4 M= 20 Marks]

1. What is strategic positioning? Explain with a suitable example from Industry.
2. What is the essence of crafting strategy?
3. What are the six principles of Blue Ocean Strategy? Explain
4. What are the three dimensions of e-Business Strategic Positioning?
5. What does it mean to say that strategy and structure have a reciprocal relationship?

Part B

[5Q x 8M= 40 Marks]

6. What are the differences between tangible and intangible resources? Why is it important for decision makers to understand these differences? Are tangible resources linked more closely to the creation of competitive advantages than are intangible resources, or is the reverse true? Why?
7. How can each one of the business-level strategies be used to position the firm relative to the five forces of competitors in a way that helps the firm earn above-average returns?
8. What is value chain analysis? What does the firm gain when it is successfully uses this tools?
9. What are the competitive advantage of Corporate Philanthropy?
10. How does a sustainable company creates the condition that embed sustainability in the company's strategy and operations?

Part C

[2Q x 20 M= 40 Marks]

11. CEO of a Pharmaceutical MNC recently attended a seminar on corporate strategy. She is quite enthusiastic but does not understand exactly how to use the “Balanced Scorecard” for her organization. Act as a consultant and advise her on how to use the Balanced Scorecard.
12. How Strategy shapes structure? Which three Strategy proposition are important to create it? Explain Reconstructionist blue ocean strategic move of an e-business organization of your choice.