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**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
MID TERM EXAMINATION - OCT 2023**

Semester : Semester III - 2022

Course Code : MBA3052

Course Name : Sem III - MBA3052 - Corporate Strategy

Program : MBA

Date : 2-NOV-2023

Time : 2:00PM - 3:30PM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(5 X 2 = 10M)

1. Suppose you are the Managing Director of an organisation. Your organisation is running into losses due to poor management and decision making. How will you analyse the situation and move your organisation out of the situation? Describe.
(CO1) [Knowledge]
2. Provide a concise definition of strategy. outline its importance t for organizations to have a clear and well-defined strategy?
(CO1) [Knowledge]
3. "Goals are general in nature while objectives are specific". Explain using suitable examples.
(CO1) [Knowledge]
4. Define SWOT analysis and outline the four components (Strengths, Weaknesses, Opportunities, Threats). How can a company convert identified weaknesses into strengths? Give a practical illustration.
(CO2) [Knowledge]
5. Describe the primary and secondary activities within a value chain. How can a company use value chain analysis to identify areas for operational improvement and cost reduction?
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Discuss the key performance indicators (KPIs) that are commonly used to measure and assess operational effectiveness in organizations?
(CO1) [Comprehension]

7. Discuss the concept of sustainable competitive advantage. Provide examples of companies that have achieved sustainable competitive advantage and explain the key factors contributing to their success. (CO2) [Comprehension]
8. Discuss one of the PESTEL factors (e.g., political or technological) and explain how changes in this factor could impact a multinational corporation's global strategy. (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. 1. MindTree which was founded in 1999 in India by a group of IT professionals who wanted to chart a somewhat distinctive path. Today, it has a topline of \$269 millions and is rated as one of the most promising mid-sized IT services companies. Creditable as that is, MindTree does not want to be just that. There is an element of serendipity about what it has been doing over the last year. In 2008, it designated one of its founders Subroto Bagchi 'Gardener', a gimmicky signal, intended to declare that he was moving out of the day-to-day running of the company to nurture talent which would run the company in the future. He has now a report card ready on a year as Gardener. During this one year, he has also spent around 45 days travelling round the world talking to clients and prospective ones which has yielded remarkable insights into what firms are doing in these traumatic times. Lastly, MindTree as a whole has spent the last year going through the exercise of redefining its mission statement and vision for the next five years. Quite fortuitously these three processes have come together with a unifying thread, presenting a coherent big picture. MindTree wants to seed the future while still young, and executive chairman Ashok Soota has declared that by 2020, it will be led by a non-founder. So a year ago the Gardener Bagchi set out to "touch" 100 top people in the organisation, with a goal of doing 50 in a year so as to eventually identify the top 20 by 2015. From among them will emerge not just the leader but a team of ten who would eventually, as group heads, deliver \$200 millions of turnover each. That will give a turnover of \$2 billions. To put it in perspective, only one VC-funded company, which has not closed or been bought over, has been able to get to \$2 billions and that is Google. But to get there it has to periodically redefine its mission (why we exist) and its vision measurable goals for the next five years. Its redefined mission is built around "successful customers, happy people, innovative solutions". Its new vision targets a turnover of \$1 billion by 2014. It wants to be among the globally 20 most profitable IT services companies and also among the 20 globally most admired ones. Admired in terms of customer satisfaction (par for the course), people practices (creditable), knowledge management (exciting) and corporate governance (the Enron-Satyam effect). The really interesting bit about MindTree in the last one year is what Bagchi has been up to. He has been embedding himself in the 50 lives, working in a personal private continuum, making it a rich learning process "which has helped connect so many dots." Of the hundred who will be engaged, maybe 50 will leave, of them 25 may better themselves only marginally, and from the remaining 25 ten will emerge who will carry the company forward.

Questions

1. Analyse as the main reason behind the success of Mindtree?
2. Do you think that redefining the mission statement shows the lacunae on the part of the founder members of an organisation? Why/why not, Interpret? (CO1) [Application]
10. **Blue Ocean strategy (BOS) and Red ocean strategies are widely used by startups. However, it is also perceived in MSMEs as well as Multinational enterprises and these strategies help them in finding the right market. Explain the right strategy for Uber and Oyo Rooms with varying differences with suitable market.**

(CO2) [Application]