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**PRESIDENCY UNIVERSITY  
BENGALURU**

**Department of Research & Development**

**Mid - Term Examinations - AUGUST 2024**

**Odd Semester:** Ph.D. Course Work

**Course Code:** MBA3052

**Course Name:** Corporate Strategy

**Department:** MBA

**Date:** 12-08-2024

**Time:** 09.30am to 11.00am

**Max Marks:** 50

**Weightage:** 25%

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**Instructions:**

- (i) Read the all questions carefully and answer accordingly.  
(ii) Do not write any matter on the question paper other than roll number.
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**PART A (THOUGHT PROVOKING)**

**Answer all the Questions. Each question carries 5 marks.**

**(4Qx 5M= 20M)**

1. Describe the three activities that comprise strategy evaluation. (CO:1 BL: Knowledge)
2. Why are policies especially important in strategy implementation? (CO:1 BL: Knowledge)
3. Why is it that a firm can normally sustain a competitive advantage for only a limited period of time (CO: 1 BL: Knowledge)
4. Explain how developing a mission statement can help resolve divergent views among Managers in a firm. ? (CO: 1 BL: Knowledge)

**PART B (PROBLEM SOLVING)**

**Answer all the Questions. Each question carries 10 marks.**

**(3Qx 10M= 30M)**

5. What is industry analysis? Explain the Porter principal with suitable examples .(CO: 2 BL: Knowledge)
6. Why are the cultural factors of an organization pivotal to the success of an organization? Discuss. (CO: 2 BL: Knowledge)
7. Why is a patent? How does it help in R&D driven organization (CO: 2 BL: Knowledge)