

PARUL UNIVERSITY
FACULTY OF LAW
I- BBA LL.B. Summer 2018 – 19 Examination

Semester: 4

Date: 13/04/2019

Subject Code: 17303280

Time: 10.30 am to 1.00 pm

Subject Name: Business Strategy

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**(15)**(MCQ) (1 marks each. All Compulsory)

1. _____ is formulated at the top level by the top management of a diversified company.

a) Functional strategy	b) Corporate strategy
c) Competitive strategy	d) Business strategy
2. Identify the strategy: A business seeks a lower-cost advantage in just one or a small number of market segments.

a) Cost Leadership	b) Cost Focus
c) Differentiation Focus	d) Differentiation Leadership
3. _____ gave the following definition: Leadership is the exercise of authority and making of decisions.

a) Allford	b) Koontz
c) O'Donnell	d) Dubin, R.
4. In _____ style of leadership, a leader has complete command and hold over their employees/team.

a) bureaucratic	b) laissez faire
c) participative	d) autocratic
5. The aim or target which you want to achieve within a limited period is known as the _____.

a) objective	b) goal
c) plan	d) participation
6. Consider the following statements and identify the right one/ones:

[i] Ethical behavior refers to that conduct that is beyond reproach and is in accordance to the laid down standards of a society, organization or institution.

[ii] Unethical behavior is any action that is aimed at taking advantage of another without their knowledge or consent.

a) only [i]	b) only [ii]
c) both [i] and [ii]	d) none
7. _____ view it simply as the “category of intentions that are broad, all inclusive, and forward thinking”.

a) Miller and Dess	b) Kotter
c) John F.	d) El-Namaki
8. _____ statement incorporates the basic business purpose and the reason for its existence by rendering some valuable functions for the society.

a) Mission	b) Vision
c) Strategy	d) Plan
9. _____ stand for what a corporation does best, its expertise in its field of business, and the uniqueness of its products in the eyes of its customers.

a) Strategy	b) Mission
c) Vision	d) Core competencies

10. _____ is based on the principle that democratic local governance should be carried out, as far as possible, with the consent and understanding of all concerned.
- a) Core competencies
 - b) Social responsibility
 - c) Social governance
 - d) Social audit
11. The _____ is adopted by an organization when it attempts to achieve a high growth as compared to its past achievements.
- a) Mergers
 - b) Stability Strategy
 - c) Acquisitions
 - d) Expansion Strategy
12. _____ is concerned with how each part of the business is organized to deliver the corporate and business-unit level strategic direction.
- a) Functional strategy
 - b) Corporate strategy
 - c) Operational strategy
 - d) Business strategy
13. _____ leaders invite and encourage the team members to play an important role in decision-making process, though the ultimate decision-making power rests with the leader.
- a) Bureaucratic
 - b) Laissez Faire
 - c) Democrat
 - d) Autocratic
14. _____ suggested four "generic" business strategies that could be adopted in order to gain competitive advantage.
- a) Michel F
 - b) Maslow
 - c) M. John
 - d) Porter
15. Which strategy states: a business aims to differentiate within just one or a small number of target market segments.
- a) Cost Leadership
 - b) Cost Focus
 - c) Differentiation Focus
 - d) Differentiation Leadership

Q.2 A) Answer the following (Each of three mark) (15)

1. Explain strategy at different levels of a business.
2. State the importance of strategic management.
3. State difference between goals and objectives.
4. Write a short note on corporate governance.
5. Explain business obligations towards employees and suppliers.

Q.3 A) Explain stages involved in mergers & acquisitions and its reasons for the failure. (08)

OR

Explain strategic planning process. (08)

B) Explain various leadership styles. (07)

OR

Explain Porter generic business strategies. (07)

Q.4 A) Explain ethical behavior at work place and state its importance. (07)

B) Answer the following (Any 4 each of two mark)

1. What is social audit? (08)
2. Explain characteristics of vision.
3. Define values and ethics.
4. State the basic activities that have to be carried out in functional planning.
5. What is proactive and reactive planning?
6. Explain corporate social responsibility.