Printed Page:- Subject Code:- BMBIE0219

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (20.... - 20.....)

Subject: Venture Growth Strategies

Time: 3 Hours Max. Marks: 100

General Instructions:

IMP: *Verify that you have received the question paper with the correct course, code, branch etc.*

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A 20

1. Attempt all parts:-

1-a. What is competitive intelligence mainly used for? CO1(K2) 1

(a) Internal communication

(b) Analyzing financial statements

(c) Gathering information about competitors

(d) Employee training

1-b. What is the purpose of evaluation and control in strategic management? CO1(K2) 1

(a) Developing long-term goals

(b) Monitoring the effectiveness of strategies

(c) Allocating resources

(d) Conducting market research

1-c. Which stage involves understanding the lifecycle of ventures? CO2(K2) 1

(a) Growth

(b) Venture Life Patterns

(c) Maturity

(d) Expansion

1-d. What does restructuring options explore? CO2(K2) 1

(a) Preparing for sale

(b) Debt restructuring

(c) Conducting IPO

(d) Establishing green technologies

1-e. Corporate Politics refers to: CO3(K2) 1

(a) The activities aimed at influencing organizational outcomes

(b) Financial planning and budgeting

(c) Aligning marketing strategies with business objectives

(d) Developing quality control systems

1-f. A leader who adapts to specific needs and circumstances is using: CO3(K1) 1

(a) Transactional Leadership

(b) Situational Leadership

(c) Transformational Leadership

(d) Autocratic Leadership

1-g. What is the purpose of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations 2011? CO4(K1) 1

(a) To facilitate mergers

(b) To regulate share acquisitions

(c) To increase financial power

(d) To promote cultural integration

1-h. What is the main objective of mergers and acquisitions? CO4(K1) 1

(a) To reduce financial performance

(b) To expand operations and markets

(c) To limit competition

(d) To decrease company size

1-i. What does differentiation involve in maturing industries? CO5(K1) 1

(a) Lowering product quality

(b) Creating unique features and superior customer service

(c) Increasing operational costs

(d) Reducing marketing campaigns

1-j. What is a key challenge in fragmented industries? CO5(K1) 1

(a) Limited competition

(b) Intense price competition

(c) High barriers to entry

(d) Uniform market needs

2. Attempt all parts:-

2.a. Explain the difference between executive and non-executive directors. CO1(K2) 2

2.b. Describe the concept of leveraging industry dynamics. CO2(K2) 2

2.c. Explain the role of Financial Implementation in achieving strategic goals, CO3(K2) 2

2.d. Define the term Vertical Mergers and their purpose. CO4(K2) 2

2.e.	Outline how diversification helps firms in declining industries. CO5(K2)	2

SECTION-B 30

3. Answer any five of the following:-

3-a.	Discuss the application of SWOT analysis in formulating business strategies. (CO1,K1)	6
3-b.	Explain the different strategic types (Defenders, Prospectors, Analyzers, Reactors) with examples. (CO1) K2	6
3-c.	Describe the legal and financial considerations in the liquidation process. CO2(K2)	6
3-d.	explain the reasons for new venture failures and how to avoid them. CO2(K2)	6
3.e.	Describe the process of Resource Allocation in Strategic Planning. CO3(K2)	6
3.f.	Explain the different types of acquisitions and mergers, and how do they benefit organizations? CO4(K2)	6
3.g.	Explain the importance of turnaround and restructuring strategies in crisis-ridden businesses. CO5(K2)	6

SECTION-C 50

4. Answer any one of the following:-

4-a.	Explain the VRIO Framework in detail and how it helps firms achieve a competitive advantage. CO1(K2)	10
4-b.	Explain with example how strategic management helps organizations achieve long-term objectives and adapt to changes. CO1(K2)	10

5. Answer any one of the following:-

5-a.	Explain the role of strategic alliances and partnerships in venture growth. (CO2) K2	10
5-b.	Explore the dynamics of IPOs and mergers as methods of exiting a venture. CO2(K3)	10

6. Answer any one of the following:-

6-a.	Critically assess the benefits of Competitor Analysis in strategic decision-making. CO3 (K3)	10
6-b.	Describe the way an organization can effectively implement a Cost Leadership strategy? (CO3,K3)	10

7. Answer any one of the following:-

7-a.	Discuss how McKinsey's 7S Framework can be used to align an organization’s strategy with its structure and systems. (CO4,K4)	10
7-b.	Describe the Triple Bottom Line framework in details. CO4 (K2)	10

8. Answer any one of the following:-

8-a.	Discuss the strategic importance of first-mover advantage and how it impacts market positioning. CO5(K2)	10
8-b.	Explain the key factors and challenges in competing in emerging industries.	10

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