

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: V - THEORY EXAMINATION (2025- 2026)

Subject: Business Strategy

Time: 2 Hours

Max. Marks: 50

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

15

1. Attempt all parts:-

1-a. The reason for the failure of strategic management. (CO1, K1)

1

- (a) Over-estimation
- (b) Lack of management commitment
- (c) Lack of employee commitment
- (d) All of the above

1-b. Competitive advantage can best be described as: (CO2, K1)

1

- (a) What sets an organization apart
- (b) Increased efficiency
- (c) A strength of the organization
- (d) Intangible resources

1-c. The strategy which concentrates around a production market. (CO3, K1)

1

- (a) Vertical integration
- (b) Niche
- (c) Horizontal expansion
- (d) Diversification

1-d. The termination of a firm in which all its assets are sold is known as. (CO4, K1)

1

- (a) Liquidation
- (b) Consolidation
- (c) Divestment
- (d) None of the above

1-e. The primary stakeholders of corporate governance are_____. (CO5, K1)

1

- (a) Consumers
- (b) Suppliers
- (c) Shareholders
- (d) Creditors

2. Attempt all parts:-

- 2.a. Discuss the importance of operational strategy in today's world. (CO1, K2) 2
- 2.b. Explain intellectual property rights. (CO2, K2) 2
- 2.c. Define niche market. (CO3, K2) 2
- 2.d. Define strategic group analysis. (CO4, K2) 2
- 2.e. Explain strategic evaluation. (CO5, K2) 2

SECTION-B

15

3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Outline main differences between goals and objectives. (CO1, K2) 3
- 3.a.(ii) Suggest few strategies to government of India to make India a developed nation. (CO1, K4) 3

3.b. Answer any one of the following:-

- 3.b.(i) Analyze different types of resources in a business firm with suitable examples. (CO2, K2) 3
- 3.b.(ii) Describe four elements of VRIO framework with relevant examples. (CO2, K2) 3

3.c. Answer any one of the following:-

- 3.c.(i) Discuss few situations in which differentiation strategies are more suitable for a business firm with examples. (CO3, K4) 3
- 3.c.(ii) Discuss advantages of adopting low cost strategies in Indian market. (CO3, K4) 3

3.d. Answer any one of the following:-

- 3.d.(i) Discuss few advantages of concentric diversification with suitable examples. (CO4, K2) 3
- 3.d.(ii) Compare and contrast between expansion and diversification. (CO4, K2) 3

3.e. Answer any one of the following:-

- 3.e.(i) Discuss various techniques of strategic evaluation and control with suitable examples. (CO5, K2) 3
- 3.e.(ii) Differentiate between strategic surveillance and special alert control. (CO5, K2) 3

SECTION-C

20

4. Answer any one of the following:-

- 4-a. Discuss advantages of entering into a niche market. (CO1, K2) 4
- 4-b. Write a descriptive note on the evolution of strategy. (CO1, K2) 4

5. Answer any one of the following:-

- 5-a. List and explain factors affecting resource allocation for strategy implementation. (CO2, K2) 4
- 5-b. Critically examine difficulties faced by an organization in resource allocation. 4

(CO2, K2)

6. Answer any one of the following:-

6-a. Discuss Porter's five forces model with reference to automobile industry. (CO3, K4) 4

6-b. Describe in detail importance of generic strategy model of Michael E Porter. (CO3, K2) 4

7. Answer any one of the following:-

7-a. Explain reasons for forming joint venture with suitable examples. (CO4, K2) 4

7-b. Critically examine diversification strategy of Adani group with suitable examples. (CO4, K4) 4

8. Answer any one of the following:-

8-a. Briefly explain 7S framework with suitable examples. (CO5, K2) 4

8-b. Define corporate social responsibility. Discuss importance of CSR activities for a business organization. (CO5, K2) 4

REG_JULY_DEC_2025