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Question Paper Code: U6C01

B.E. / B.Tech. DEGREE EXAMINATION, APRIL 2024

Sixth Semester

Computer Science and Business Systems

21UCB601- BUSINESS STRATEGY

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

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|--|--------|
| 1. What is Business strategy? | CO1 -U |
| 2. Define Content strategy. | CO1 -U |
| 3. Briefly explain Copyright | CO1- U |
| 4. What is meant by Trademark | CO1- U |
| 5. Define Cost Leadership strategy | CO1- U |
| 6. What is Social Network Analysis? | CO1- U |
| 7. What do you mean by diversification strategy? | CO1- U |
| 8. Define Business portfolio | CO1- U |
| 9. Write short notes on McKinsey 7S Model | CO1-U |
| 10. Define Corporate governance. | CO1- U |

PART – B (5 x 16= 80 Marks)

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| 11. (a) Discuss the importance of business strategy and key aspects of Business strategy in detail | CO1-U | (16) |
| Or | | |
| (b) Explain strategic content, process and practice in detail. | CO1-U | (16) |
| 12. (a) Explain business model of DELL and Inventory system in detail. | CO2-App | (16) |
| Or | | |
| (b) Intellectual assets are most important for any business organization. Explain and Justify | CO2-App | (16) |

13. (a) How do you implement a competitive strategy in an organization? CO2-App (16)
Or
(b) Why industry life cycles are important? Explain with real time example. CO2-App (16)
14. (a) What is business portfolio's Analysis and the components of portfolio's analysis. CO1-U (16)
Or
(b) Discuss the various types of Diversification strategies. CO1-U (16)
15. (a) Explain Mckenys 7S Model with example and merits and demerits. CO1-U (16)
Or
(b) Discuss key components to support successful strategy implementation CO1-U (16)