Reg. No. : | | | | | | | | | | | | |

Question Paper Code: U6D01

B.E./B.Tech. DEGREE EXAMINATION, APRIL / MAY 2025

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)

1.	Discuss Strategy Implementation.	CO1- U
2.	Define Resource Allocation.	CO1- U
3.	Define Blue Ocean Strategy.	CO1- U
4.	Explain any 2 Key Elements of a Capabilities-Based Approach.	CO1- U
5.	Compare cost leadership and differentiation strategies in terms of their approach to gaining a competitive advantage.	CO1- U
6.	Define cost leadership strategy.	CO1- U
7.	Differentiate horizontal integration with vertical integration.	CO1- U
8.	What is BCG matrix?	CO1- U
9.	Briefly explain Balanced Scorecard Software.	CO1- U
10.	Define Corporate Governance.	CO1- U

PART – B (5 x 16= 80 Marks)

11.	(a)	Construct an effective content marketing framework, including audience research, content creation, and performance measurement.	CO2- App	(16)
		Or		
	(b)	Imagine you are the CEO of a company entering the renewable energy market. How would you ensure strategic fit between your company's capabilities, market demand, and technological advancements? Provide a detailed plan with specific actions.	CO2- App	(16)

12.	(a)	Explain core competencies of business and how to identify them in detail.	CO1- U	(16)
		Or		
	(b)	Explain business model of DELL and Inventory system in detail.	CO1- U	(16)
13.	(a)	What do you mean by strategic group and discuss the characteristics of strategic group in detail.	CO1- U	(16)
		Or		
	(b)	Explain Porter's five forces used to identify and analyze industry's competitive forces.	CO1- U	(16)
14.	(a)	Classify the steps involved in conducting a portfolio analysis and explain how you would use the BCG Matrix or GE Matrix to decide on expansion, investment, or divestment.	CO1- U	(16)
		Or		
	(b)	Discuss the various types of Business portfolio analysis.	CO1- U	(16)
15.	(a)	Apply a conflict resolution strategy to handle disputes between shareholders, executives, and board members using a real-world corporate governance case as an example.	CO2- App	(16)
		Or		
	(b)	Construct a strategy to enhance the corporate governance framework, focusing on ethical decision-making, transparency, and building stakeholder trust with a real-world corporate example.	CO2- App	(16)