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**Question Paper Code: U6D01**

B.E. / B.Tech. DEGREE EXAMINATION, NOV 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. Differentiate Vision with Mission                               | CO1 -U |
| 2. Define Content strategy.  | CO1 -U |
| 3. Define IPR  | CO1- U |
| 4. What is meant by Trademark                                      | CO1- U |
| 5. Briefly explain Differentiation strategy.                       | CO1- U |
| 6. What is Social Network Analysis?                                | CO1- U |
| 7. Differentiate horizontal integration with vertical integration. | CO1- U |
| 8. Define Business portfolio                                       | CO1- U |
| 9. Briefly explain Balanced Scorecard Software                     | CO1-U  |
| 10. Define Corporate governance.                                   | CO1- U |

PART – B (5 x 16= 80 Marks)

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|---|---------|------|
| 11. (a) Discuss Mintzberg's 10 school of thoughts for Strategy formulation                    | CO1-U   | (16) |
| Or  |         |      |
| (b) Why the business strategy is needed for an Industry or Company?                           | 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) What is competitive strategy and discuss the various types of competitive strategies? CO1-U (16)
- Or
- (b) What are elements in Porter's value chain? CO1-U (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 benefits and best practices of a well-executed strategy implementation. CO1-U (16)
- Or
- (b) What is corporate governance? Importance and principles. CO1-U (16)