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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2024
SEMESTER - IV
Sub.: Corporate Policies and Strategic Management (MBA402)

Date : 23/12/2024**Total Marks : 60****Time: 10.00am to 12.30pm**

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

- Q. 1. Write Short notes on (Any Three) (15)**
1. Differentiate between Vision and Mission
 2. Levels of strategy
 3. Challenges in writing a good vision
 4. Benefits of Strategic Management
 5. Role of Stake Holders in Strategic Management
- Q. 2. Answer in detail (Any One) (10)**
1. What is exactly Michael Porter's 5 forces model of competition. Explain in detail.
 2. What is Competitive Advantage? Explain with an example.
- Q. 3. Answer in detail (Any One) (10)**
1. What are business objectives? Why are they needed?
 2. Explain the concept of BCG Growth Matrix in detail with diagram.
- Q. 4. Answer in detail (Any One) (10)**
1. What is 7's Framework? Elaborate the same.
 2. Throw some light on Blue Ocean and Red Ocean strategy. Give its differentiation.
- Q. 5. Case Study (15)**
- Imagine a company, **EcoSmart Technologies**, that is preparing to launch a new line of eco-friendly home appliances. The company wants to ensure its product is successful in a competitive market. To assess the viability of this launch, EcoSmart applies Porter's Five Forces model.
1. **Threat of New Entrants:** The eco-friendly home appliance market has low barriers to entry, with several smaller companies already offering similar products. This means EcoSmart must differentiate its product through innovation, branding, and competitive pricing to avoid being overshadowed by new competitors.
 2. **Bargaining Power of Suppliers:** EcoSmart relies on suppliers for sustainable materials, but there are only a few providers of high-quality, eco-friendly components. This gives suppliers a higher bargaining power, potentially increasing production costs for EcoSmart's new product.
 3. **Bargaining Power of Buyers:** Consumers are becoming more conscious of sustainability, giving them greater bargaining power. However, there is also a growing demand for green products, which benefits EcoSmart if it can meet this need.
 4. **Threat of Substitute Products:** Traditional home appliances from established brands pose a significant threat. If consumers do not see the long-term value of eco-friendly options, they may opt for cheaper, conventional alternatives.

5. **Industry Rivalry:** There are several key players in the home appliance industry, including both established and emerging brands offering green alternatives. EcoSmart must compete on price, quality, and environmental benefits to stand out in the crowded marketplace.

By analyzing these forces, EcoSmart Technologies can refine its strategy, ensuring it addresses potential threats and leverages opportunities for a successful product launch.

Questions:

1. How can EcoSmart Technologies differentiate its eco-friendly home appliances in a market with low barriers to entry and strong competition?
2. What strategies can EcoSmart adopt to mitigate the bargaining power of suppliers and control production costs for its new product?
3. How can EcoSmart Technologies address the threat of substitute products in the home appliance market and convince consumers of the long-term value of eco-friendly options?
