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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY - 2025
SEMESTER - IV
Sub.: Corporate Policies and Strategic Management (MBA402)

Date : 16/05/2025**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. Porter's 5 force Model
 2. Stability Strategy
 3. Corporate Social Responsibility
 4. GE Nine Cell Model
 5. Combination Strategy
- Q. 2. Answer in detail (Any One) (10)**
1. How does a company achieve a competitive advantage?
 2. What are the main components of the strategic management process?
- Q. 3. Answer in detail (Any One) (10)**
1. What are the four categories in the BCG Matrix? Explain with help of a neat diagram.
 2. What is a Retrenchment Strategy? What is the main reason for adopting a Retrenchment Strategy?
- Q. 4. Answer in detail (Any One) (10)**
1. What is the main idea behind the Blue Ocean Strategy? How does the Red Ocean Strategy differ from the Blue Ocean Strategy?
 2. What are the seven elements of the McKinsey 7-S Model? How does the McKinsey 7-S Model help businesses improve performance?
- Q. 5. Case Study (15)**
- Ashutosh has always had a deep love for driving and exploring new places. Over the years, he has developed an exceptional understanding of geographic locations and routes, making him a natural navigator on the road. His passion for driving, combined with his knowledge of different destinations, has often made him the go-to person for friends and family planning road trips. Recognizing his potential, his family encouraged him to turn this passion into a profession.
- After giving it considerable thought, Ashutosh has decided to start his own car rental business. His vision is to offer reliable, comfortable, and well-maintained vehicles for people who need transport for travel, business, or personal needs. With a strong focus on customer service and safety, Ashutosh wants to ensure a smooth and enjoyable experience for every client.

Backed by his family's support and encouragement, he is currently working on setting up the foundation of his business—sourcing quality vehicles, planning rental packages, and mapping out marketing strategies. With his enthusiasm for driving and thorough knowledge of routes, Ashutosh is confident that he can offer a service that stands out. What began as a personal passion is now paving the way for an exciting entrepreneurial journey.

Questions:

1. Develop a Vision & Mission statement for his business. Suggest a good name for his business.
2. Suggest what challenges he might face while starting his business and what opportunities he may have after starting his business.
3. What competitive advantage will Ashutosh have for his business?
