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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: DECEMBER - 2025/JANUARY-2026
SEMESTER - IV
Sub.: Corporate Policies and Strategic Management (MBA402)

Date : 01/01/2026**Total Marks : 60****Time: 2.00pm to 4.30pm**

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

Q. 1. Write Short notes on (Any Three) (15)

1. Strategic Management process
2. Business Policy
3. Competitive advantage
4. Levels of strategy in an organization
5. Low-cost strategy

Q.2. Answer in detail (Any One) (10)

1. Break down the components of strategic management and explain their interdependencies.
2. Compare corporate-level strategy and business-level strategy with examples.

Q.3. Answer in detail (Any One) (10)

1. Describe Michael Porter's Five Forces Model in detail.
2. Prepare an ETOP for a start-up entering the online education sector.

Q. 4. Answer in detail (Any One) (10)

1. What is the BCG Matrix? List the four categories of the BCG Matrix.
2. Describe the GE Nine-Cell Model. Illustrate how the GE Nine-Cell Model helps in investment decisions.

Q.5. Case Study (15)

In a charming town surrounded by lush greenery, Aisha, an enthusiastic sustainability advocate, dreams of starting her own eco-friendly home décor brand. Her vision is to transform the way people decorate their homes by offering products that are aesthetically pleasing, environmentally responsible, and ethically crafted. With a mission to promote mindful living, Aisha imagines a future where home décor reflects both personal style and a commitment to protecting the planet. Her business definition revolves around "sustainable living spaces," highlighting the importance of biodegradable materials, fair-trade craftsmanship, and responsible sourcing.

Her first goal is to design a collection of home décor items made from recycled, natural, and renewable materials such as bamboo, jute, reclaimed wood, and organic fabrics. She plans to collaborate closely with local artisans, enabling them to secure sustainable income while preserving traditional craftsmanship. Additionally, she aims to create awareness among consumers about the value of eco-conscious design and encourage them to make choices that align with sustainability.

As Aisha's brand begins gaining attention, she encounters challenges such as maintaining consistent supply of authentic eco-friendly materials and competing with large commercial brands offering low-cost alternatives. Still, her strong belief in sustainability, ethical production, and community empowerment helps her navigate these hurdles. With resilience

and clarity of purpose, Aisha's brand not only prospers in the market but also contributes to a cultural shift toward responsible consumption. Through her leadership and dedication, she inspires a movement toward greener homes and more ethical consumer choices.

Questions:

1. What steps should Aisha take to ensure sustainable and ethical sourcing while maintaining consistent product quality?
2. How can Aisha position her eco-friendly home décor brand effectively in a competitive market dominated by low-cost alternatives?
3. What strategies can help Aisha build consumer awareness and encourage long-term commitment to sustainable home décor?
