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**MASTER OF BUSINESS ADMINISTRATION (M.B.A.)**  
**EXAMINATION : DECEMBER - 2023**  
**SEMESTER - IV**

**Sub: Corporate Policies and Strategic Management (MBA402)**

**Date: 22/12/2023**

**Total marks: 60**

**Time: 10.00am to 12.30pm**

**SECTION – I**

**Q. 1. Fill in the blanks.**

**(5)**

1. Which of these is the expression of growth ambition of the firm?
  - a) Strategic Vision
  - b) Corporate Mission
  - c) Business Definition
  - d) Goals & Objective
2. Porter's generic strategies are: \_\_\_\_\_
  - a) Low price, differentiation, focus
  - b) Price leadership, differentiation, focus
  - c) Cost leadership, differentiation, cost focus, focus differentiation
  - d) Low cost, differentiation, focus differentiation
3. Which of these is a simplest way to portray a corporation's portfolio of investment?
  - a) Ansoff's Growth Matrix
  - b) Product Life Cycle
  - c) SWOT Analysis
  - d) BCG Growth Share Matrix
4. \_\_\_\_\_ is a group of firms whose products have same & similar attributes such that they compete for same buyers.
  - a) Industry
  - b) Value Chain
  - c) Competitive Landscape
  - d) Strategy Analysis
5. Strategic management involves the \_\_\_\_\_, directing, \_\_\_\_\_ and controlling of a company's strategy-related decisions and actions.
  - a) Financing; marketing
  - b) Planning; financing
  - c) Marketing; planning
  - d) Planning; organizing

**Q. 2. Answer the following. (Any Two)**

**(20)**

1. Write a note on evolution of Strategic management.
2. Environmental scanning consists of identifying and analyzing environmental influences individually and collectively to determine their potential effects on an organization and the consequent problems and opportunities. Comment on this statement.
3. Discuss the three generic competitive strategies.
4. Explain the concept of G.E. Nine cell matrix with suitable example.

**Q. 3. Write notes on. (Any Two)**

**(10)**

1. Differentiate between forward integration and backward integration.
2. Balance Score-card.
3. Strategic business unit.

**SECTION – II**

**Q. 4. Case Study**

**(15)**

Movie Theatre Attendance has hit a 24-Year-Low, and 2018 may be worse out the company's strategy as a public company and what it would take to successfully pursue that strategy. 2017 was a rough year for movies. If you weren't a massive surprise hit, you were probably out and gone in two weeks with nobody noticing. According to the National Association of Theater Owners, it led to a year where admissions were down to levels not seen since the '90s. And depending on your view of the film industry, 2018 may be a whole lot worse.

Attendance is important because theaters need butts in seats, not to watch movies.

Increasingly, theaters need you to show up and buy snacks and drinks, or they're in serious trouble. The Challenges to name a few are

1. Online availability of movies
2. Piracy
3. Different modes of entertainment (television and mobiles)
4. Rise of OTP platforms

**Questions:**

1. Propose a strategy to the dying Movie Theater Industry in context of Blue ocean strategy.
2. Appraise the implementation issues which should be kept in mind.
3. Suggest a suitable title for the above case.

**Q. 5. Answer the following:**

**(10)**

- a) What do you mean by Corporate Social Responsibility? Quote suitable examples of CSR activities.

**OR**

- b) Explain Michael Porter's 5 forces model of competition with diagram.

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