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MASTER OF BUSINESS ADMINISTRATION (M.B.A.)
EXAMINATION: MAY- 2024
SEMESTER - IV

Sub.: Corporate Policies & Strategic Management (MBA402)

Date : 23/05/2024

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. BCG Growth Matrix
2. Levels of strategy
3. Competitive Advantage
4. Differentiate between Blue Ocean and Red Ocean strategy
5. 7's Framework

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

1. Explain the concept of strategy Management with its benefits
2. What is exactly Michael Porter's 5 forces model of competition. Explain in detail.

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

1. Elaborate on the Role of Stake Holders in Strategic Management
2. Put in plain words Mission and give the differentiation between Vision and Mission.

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

1. Explain Vision. What are the challenges in writing a good vision?
2. Explain Blue ocean strategy in detail.

Q. 5. Case study (15)

In a quaint town nestled amidst rolling hills, Sarah, a passionate environmentalist, dreams of launching her own organic skincare brand. Her vision is to redefine beauty standards by promoting products that are not only effective but also sustainable and cruelty-free. With a mission to inspire confidence and promote environmental stewardship, Sarah envisions a world where skincare is a reflection of one's commitment to both personal well-being and planetary health. Her business definition centers around the concept of "conscious beauty," emphasizing the importance of transparency, natural ingredients, and ethical sourcing practices.

Firstly, she aims to develop a line of skincare products made from organic, plant-based ingredients that are ethically sourced and free from harmful chemicals. Sarah also intends to establish partnerships with local farmers and artisans to support sustainable livelihoods and promote economic empowerment within her community. Additionally, she sets a goal to educate consumers about the benefits of conscious beauty and empower them to make informed choices that align with their values and beliefs.

As Sarah's skincare brand gains recognition, she faces challenges such as sourcing high-quality ingredients and navigating the competitive beauty industry. However, her unwavering commitment to her vision and values guides her through each obstacle. With a focus on sustainability, transparency, and social responsibility, Sarah's brand not

only achieves commercial success but also fosters positive change in the beauty industry. Through her visionary leadership and dedication to her mission, Sarah inspires a new generation of conscious consumers and paves the way for a more sustainable and ethical future in skincare.

Question

- 1) Create Vision and Mission for Sarah
- 2) How does Sarah's vision for her organic skincare brand reflect her commitment to environmental stewardship and redefining beauty standards?
- 3) What impact does Sarah's approach have on her business's success and societal influence?