

Roll No.

12788

**MBA 2 Yr. 4th Semester
(New Scheme) 2019-20**

Examination – December, 2022

ECONOMICS OF BUSINESS STRATEGY

Paper : 201MG24GB1

Time : Three hours |

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section - A is compulsory. Attempt *four* questions from section-B (one question from each Unit).

SECTION – A

1. Write short notes on the following : **8 × 2 = 16**

- (a) Diversification
- (b) Entrepreneurship
- (c) Roles of CCI
- (d) Architecture
- (e) Vertical Integration

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- (f) Portfolio
- (g) Reputation
- (h) Internationalization

SECTION – B

UNIT – I

- 2. What do you understand by the term Integration ?
And also differences between Horizontal Integration and Vertical integration. 16
- 3. How Mergers and Acquisitions take place ? Explain various entry modes outside boundary. 16

UNIT – II

- 4. What is the relationship between Corporate Governance and Social responsibility ? Explain. 16
- 5. What do you understand by the term Architecture ? Explain in detail the Internal and External Architecture. 16

UNIT – III

- 6. Define hyper Competition ? What impact does hyper Competition have on the Industry ? 16
- 7. Describe the various stages of corporate growth with examples. 16

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- UNIT – IV**
- 8. Explain in detail the roles and power of Competition Commission of India. 16
 - 9. Explain anyone public policy along with its regulation in detail. 16

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