

Roll No.

12788

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

Examination – May, 2023

ECONOMICS FOR BUSINESS STRATEGY

Paper : 20IMG24GB1

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: This question paper is divided in *two* Sections. Section-A comprising *eight* short answer type questions (carrying 2 marks each, which are *compulsory*). Section-B comprising *eight* questions (*two* questions from each unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following : $2 \times 8 = 16$

(a) Conglomerate diversification

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- (b) Horizontal Integration
- (c) Difference between internal and external Architecture
- (d) Creative Destruction
- (e) Duties of CCI
- (f) Product Portfolio
- (g) Mergers and Acquisitions
- (h) Rent Generation and Management

SECTION – B

UNIT – I

2. Explain the term Diversification. Put a special emphasis on Conglomerate Diversification. 16
3. Explain various theory of the firm along with its objectives. 16

UNIT – II

4. Discuss the role of Corporate Governance in Organizational Accountability. Throw light on Corporate Governance in India by giving suitable example. 16
5. Write short note on : 8 × 2 = 16
 - (a) Evaluation of Performance
 - (b) Rent Generation and Management

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UNIT – III

6. What do you understand by Competitive Sustainability ? Also explain the advantages associate with it. 16
7. Explain in detail : 8 × 2 = 16
 - (a) Entrepreneurship
 - (b) Product portfolio

UNIT – IV

8. Explain in detail the Competition Law of public policy. 16
9. Explain in detail the roles and power of competition commission of India. 16

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