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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (2023- 2024)

Subject: Venture Growth Strategies

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

**SECTION-A**

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1. Attempt all parts:-

- 1-a. Which phase involves assessing external and internal factors? (CO1) 1
- (a) Basic Financial Planning
- (b) Strategy Implementation
- (c) Environmental Scanning
- (d) Strategy Evaluation
- 1-b. What is a key characteristic of an effective strategy? (CO1) 1
- (a) Vague and broad
- (b) Clear and specific
- (c) Rigid and unchangeable
- (d) Based on short-term goals
- 1-c. Which phase focuses on idea generation, feasibility studies, and initial market research? (CO2) 1
- (a) Seed and Development
- (b) Startup
- (c) Growth
- (d) Maturity
- 1-d. What is a common challenge during the maturity stage? (CO2) 1
- (a) Securing initial funding
- (b) Managing customer demands
- (c) Avoiding market saturation
- (d) Building a competent team
- 1-e. Corporate Portfolio Analysis helps in: (CO2) 1
- (a) Designing marketing strategies
- (b) Evaluating product lines and investment potential

- (c) Managing HR policies
- (d) Developing leadership skills
- 1-f. In a SWOT analysis, 'Threats' refer to: (CO3) 1
- (a) Internal attributes that challenge objectives
- (b) External factors that could cause trouble
- (c) Internal strengths supporting goals
- (d) External opportunities for advantage
- 1-g. What is the primary objective of strategic control? (CO4) 1
- (a) To set short-term goals
- (b) To monitor strategy implementation
- (c) To manage day-to-day operations
- (d) To increase market share
- 1-h. What is the main focus of the financial perspective in the Balanced Scorecard? (CO4) 1
- (a) Customer satisfaction
- (b) Internal processes
- (c) Revenue growth
- (d) Employee training
- 1-i. What does tailoring strategies involve? (CO5) 1
- (a) Adapting to the local government
- (b) Adapting to the unique characteristics of the industry and organization
- (c) Focusing on the international market
- (d) Meeting shareholder demands
- 1-j. What is essential for success in emerging industries? (CO5) 1
- (a) Cost-cutting measures
- (b) Agility, innovation, and risk-taking
- (c) Following established market leaders
- (d) Minimizing marketing efforts

2. Attempt all parts:-

- 2.a. Define corporate strategy and its importance. (CO1) 2
- 2.b. Describe the main focus of the seed and development stage. (CO2) 2
- 2.c. Explain the purpose of Corporate Portfolio Analysis. (CO3) 2
- 2.d. Explain the key components of the Balanced Scorecard? (CO4) 2
- 2.e. Explain the significance of industry specificity in strategic planning. (CO5) 2

**SECTION-B**

30

3. Answer any five of the following:-

- 3-a. How do corporate, business, and functional strategies differ? Provide examples. (CO1) 6
- 3-b. Explain the VRIO Framework and its role in evaluating a firm's resources. (CO1) 6
- 3-c. Discuss the stages of growth in a new venture from seed to maturity. (CO2) 6
- 3-d. Explain how a venture can leverage industry dynamics to its advantage. (CO2) 6
- 3.e. Discuss the role of the BCG Matrix in Corporate Portfolio Analysis. (CO3) 6
- 3.f. Explain the four-step process cycle of strategic control. (CO4) 6

3.g.	Analyze the importance of agility and risk-taking in emerging industries. (CO5)	6
<b>SECTION-C</b>		<b>50</b>
4.	Answer any <u>one</u> of the following:-	
4-a.	Discuss the role of environmental scanning and SWOT analysis in strategic planning. (CO1)	10
4-b.	Evaluate the role of the board of directors in guiding corporate strategy and governance. (CO1)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Explore the concept of venture growth and the stages involved from inception to maturity. (CO2)	10
5-b.	Explain the role of strategic alliances and partnerships in venture growth. (CO2)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss the relevance of the GE/McKinsey Matrix in today's competitive business environment. (CO3)	10
6-b.	State how can a company effectively implement a Cost Leadership strategy? Provide examples. (CO3)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Evaluate the Triple Bottom Line framework and its effectiveness in promoting sustainable business practices. (CO4)	10
7-b.	Discuss the benefits and challenges of Cross Border M&A with examples of successful integrations. (CO4)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Analyze the key factors and challenges in competing in emerging industries. (CO5)	10
8-b.	Analyze the strategies for competing in turbulent, high-velocity markets, focusing on agility and innovation. (CO5)	10

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