

Roll No.

12788

**MBA 2 Year 4th Semester (CBCS) 2019-20
Examination – May, 2025**

ECONOMICS OF BUSINESS STRATEGY

Paper : 20IMG24GB1/21IMG24GB1

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 : The question paper comprises of two sections. Section 'A' is *compulsory* and each part carries 2 marks. Attempt any *four* questions from Section 'B' selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Write short notes on the following :

- (a) Abuse of Dominance
- (b) Internationalisation
- (c) Innovation

- (d) Knowledge Management
- (e) Entrepreneurship Development
- (f) Vertical Integration
- (g) Acquisitions
- (h) Public Policy

SECTION – B

UNIT – I

- 2. What is the purpose of theory of the firm ? What is the difference between traditional and modern theories of firm ? Discuss in detail the traditional theory of the firm.
- 3. What is vertical integration ? Why vertical integration is the path to strategic advantage for a firm ?

UNIT – II

- 4. Elaborate the role of internal architecture in shaping an organization's strategic decision-making process.
- 5. What are the 4 P's of corporate governance ? Explain the key principles of corporate governance and their significance in ensuring ethical business practices.

UNIT – III

6. What is competitive sustainability ? How can firms develop and maintain a sustainable competitive advantage in a dynamic business environment ?
7. Define creative destruction. State the positive and negative effects of creative destruction on businesses.

UNIT – IV

8. Define privatization. What are the key benefits and challenges associated with privatizing public enterprises ?
 9. What are the powers of the CCI ? Discuss the role of the Competition Commission of India in promoting fair competition and preventing monopolies ?
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