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**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2012

**MCN-050 : STRATEGIC AND INNOVATION
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. Examine the relationship between innovation, R & D and business strategy, keeping in view the time horizon, nature of innovation and R & D, and level of research activity. 20

2. Discuss the impact of globalization on business strategy. Citing examples, discuss how can a business firm prepare itself to tackle the implications arising from globalization ? 20

3. (a) Distinguish between merger and acquisition. Under what conditions the two strategic courses would be desirable ?
(b) Discuss the role of leadership in strategic management, citing Indian examples. 10+10=20

4. Assume that you are CEO of a company that operates in a competitive industry in India and is in the process of adopting a strategy of “stability” in its current operations along with related diversification through backward integration. Highlighting the major features of each, discuss what should be the ideal mix of functional plans and policies ? **20**
5. Discuss, with examples, the risks associated with innovations and innovation strategy. How can a business firm overcome or minimize such risks ? Illustrate your answer with a real life case. **20**
6. (a) “Good timing is crucial for successful business strategy”. Examine the statement with examples drawn from Indian corporate world. **10+10=20**
- (b) Under what conditions a firm can attain cost leadership and differentiation at the same time ?
7. Write notes on *any four* of the following : **4x5=20**
- (a) Phases in strategic management
- (b) Porter’s Value Chain method of assessing an organization’s strengths and weaknesses
- (c) Conditions under which ‘expansion’ strategy would be considered suitable.
- (d) Divestment strategy and its rationale
- (e) Constituents of micro environment of a business firm
- (f) Matrix structure and its suitability
- (g) Transnational corporation
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