

00753  
MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)

Term-End Examination

June, 2013

MCN-050 : STRATEGIC AND INNOVATION  
MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

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1. Explain what do you mean by knowledge economy. Underlining the characteristics of such an economy, examine if you can call India a knowledge economy ? What role innovations play in building such an economy ? 20
  
2. What challenges in general globalization poses for business firms ? How could business firm cope with such challenges ? Discuss with examples from the Indian corporate world. 20
  
3. Distinguish clearly between incremental and radical innovations. Discuss the impact of each on the business organization, industry, and society in general with the help of a suitable example. 20

4. Discuss the rationale, role and status of corporate governance in India, offering your critical observations. 20
5. (a) "The best corporate level strategy for large Indian companies is to concentrate on their core competencies and forget about diversification". Comment upon the statement with cogent arguments for and /or against such an approach.  
(b) "Companies should evaluate performance on the basis of combination of quantitative and qualitative criteria". Why should companies do so ? 10+10=20
6. What is portfolio analysis and how can it help in strategic management ? What considerations would guide you in balancing the portfolio of a large business house ? 20
7. Write notes on *any four* of the following : 4x5=20  
(a) Comprehensive model of strategic management  
(b) Corporate restructuring  
(c) Virtual organization  
(d) Takeover strategy and its rationale  
(e) Methods/ways of building competitive advantage  
(f) Role of Board of Directors in a company  
(g) Transformational leadership