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| **Semester : June 2024 - December 2024**  **Examination: End Term Examination** | | | | |
| **Programme code:**  **Programme: MBA WE** | | **Class:** FY | | **Semester:**  **(SVU 2024)** |
| **Name of the Constituent College:**  **K. J. Somaiya Institute of Management** | | | **Name of the department/Section/Center:**  GENMGT | |
| **Course Code:** | **Name of the Course: CORPORATE STRATEGY** | | | |

Question 1 on Danaher case is COMPULSORY. Answer any 2 from short questions 2 to 4.

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | Please apply the 4 concepts of corporate strategy (portfolio management, restructuring, sharing of activities, transfer of skills) to the Danaher business system | 30 |
| Q2 | When do organizations prefer vertical integration over outsourcing? | 10 |
| Q 3 | Describe the three-test approach for diversification | 10 |
| Q4 | List and explain briefly any five obstacles in achieving acquisition success. | 10 |
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