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| **Trimester 6: Jan 2025 - April 2025**  **Examination: End Term Examination** | | | | |
| **Programme code:**  **Programme: MBA WE** | | **Class:** SY | | **Trimester:** 6  **(SVU 2025)** |
| **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** | | | |

**Notes:**

**1. Answer any 2 questions out of 1 to 4. Q 5 on the case is compulsory.**

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | When do organizations prefer vertical integration over outsourcing? | 10 |
| Q2 | Explain how you would use the 3-test approach to evaluate diversification opportunities. | 10 |
| Q 3 | Explain how you would use portfolio planning models in corporate strategy | 10 |
| Q4 | When should companies use acquisitions over organic growth? | 10 |
| Q5 | Explain the 4 concepts of corporate strategy as explained by Porter: portfolio management, restructuring, sharing activities and transfer of skills. Based on the Xiaomi case attached, explain what synergies for Xiaomi come from portfolio management, sharing activities, and transfer of skills? | 30 |