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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 |