**Strategic Management**

**September 2022 Examination**

**Q1. A business enterprise takes major critical decisions like expansion, curtailing down production lines or continuing the operations, diversifying the activities or looking into the current industry only, mergers, acquisitions, or strategic alliances. Orientation towards growth is one of the influential factors deciding the long-term performance of a corporation. Discuss with reference to the corporation's directional strategy the three other grand strategies which need to be designed and implemented for the overall success of the corporation's directional strategy. Conclude, by reflecting on the importance of directional strategy (10 Marks)**

**Ans 1.**

## **Introduction**

A company's directional strategy includes the main scheme, project, or mandate it chooses and implements to amplify, boom earnings, and meet its desires and objectives. Any company seeking to increase income needs to begin with a directional plan. A directional strategy enables a corporation to outline the values it wants to uphold and the targets it aspires to gain. Directional strategies are seen as a paradigm for teaching operational choices and procedures of any Its sample only

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**Q2. A business model is an outline of how a company plans to make money with its product and customer base in a specific market. At its core, a business model explains four things:**

**- What product or service will a company sell?**

**- How it intends to market that product or service.**

**- What kind of expenses will it face?**

**- How it expects to turn a profit.**

**Business models are constantly changing — there is no one-size-fits-all model that can be applied to every business. (Source:** [**https://bit.ly/3remL7l**](https://bit.ly/3remL7l)**)**

**Discuss the term business model and mention the key features of possible business models observed in companies like IBM, HP, Amazon.com, KIA Motors, Walt Disney, and LinkedIn. (Student can specify any four possible business models,) (10 Marks) –**

**Ans 2.**

#### **Introduction**

A business model defines how a firm will generate income. in the end, it boils all the way down to an employer's ability to its essence. A business version addresses fundamental questions on the hassle you will resolve, how you will remedy it, and the market growth opportunity. Whether or not you are setting up a new company, increasing into a new place, or changing your move-to-market strategy, developing a successful business model is critical. You could use a business

**Q3. Businesses have social responsibilities. They should try to help ease societal ills—by providing employment to the long-term unemployed, for instance, or fighting discrimination or avoiding pollution—in addition to generating profits for their shareholders.**

**Maximization of profits is like maximizing food, as contended by Byron.**

**However, Friedman propounded all together differently the responsibilities of strategic decision-makers. "Businessmen who talk this way are unwitting puppets of the intellectual forces that have been undermining the basis of a free society these past decades." (Source-https://bit.ly/3Hha0OU)**

**In the light of the above two statements, discuss according to you what are the responsibilities of strategic business decision-maker**

**a. Responsibilities of business, according to Carroll. (5 Marks)**

**Ans 3a.**

## **Introduction**

The notion of company social responsibility requires groups to help with issues linked to public welfare. Philanthropic activities are non-obligatory due to the fact corporations bear no number one responsibility for these undesirable conditions. But, it's miles anticipated from the

**b. Friedman’s traditional view. (5 Marks)**

**Conclude highlighting the two above mentioned, which one is prevalent now in the current scenario.**

**Ans 3b.**

Introduction

Friedman's theory believes that shareholders are the corporation's backbone and must be dealt with the highest care. Profit maximization necessitates the organization to discover new earnings streams via value addition and introduce new products and services while keeping prices low. Friedman also cautioned that essential decisions