



INTERACTIVE DISTANCE LEARNING CENTRE  
INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

eMEP10/ePGP3 (2010-11)

Corporate Strategy (Section B)

Final Examination (January 22, 2011)

Max Time: 2 (Two) Hrs

Max Marks: 50

Note: (Read the note carefully before you begin to answer)

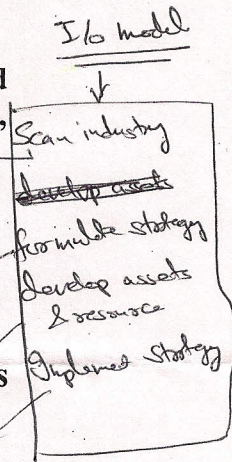
1. This question paper consists of 3 questions printed on this 1 page.
2. Marks are as specified against each question.
3. This is a CLOSED book examination & NO study material or laptop can be used.
4. Wherever assumptions are used, state your assumptions clearly.
5. THINK adequately & PLAN well before you begin to answer.

This examination is based on the (a) discussion of topics and cases in the class, and (b) course materials distributed to you as part of course curriculum. Therefore, your answer should use all these materials.

Special Note 1: Answer the questions with proper & adequate conceptual basis.

Special Note 2: Support all your arguments with adequate illustrations.

Marks will be awarded strictly based on quality & originality of answers



Q 1. Evaluate the concept of industry structure based on the case on 'Home Video Game Industry'.

(No information from outside the case can be used)

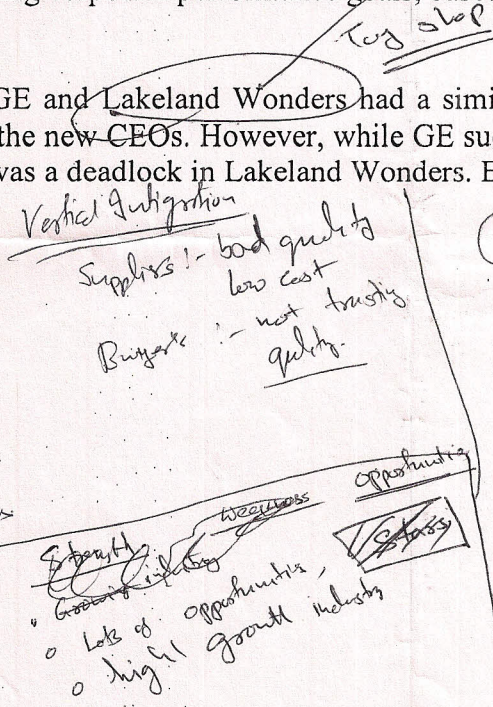
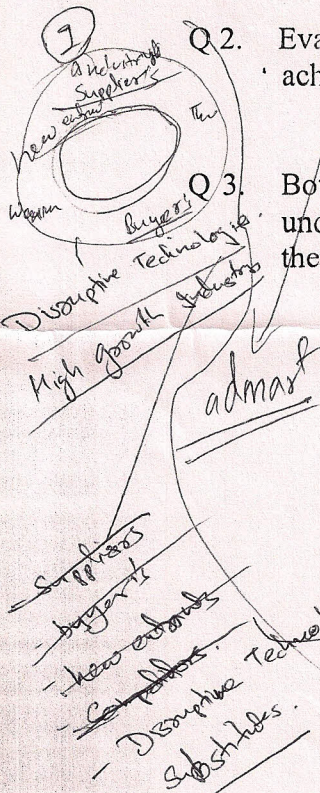
[15 marks]

Q 2. Evaluate the role of integration of operational strategy with corporate strategy in achieving corporate performance goals, based on the case on 'adMart'.

[15 marks]

Q 3. Both GE and Lakeland Wonders had a similar approach to strategy formulation under the new CEOs. However, while GE successfully implemented its strategies, there was a deadlock in Lakeland Wonders. Evaluate.

[20 marks]



- ③ GE
- Internal analysis
  - external
  - Person non performance / non profit
  - Six sigma (for quality)
  - Innovation

