



**MBA DEGREE EXAMINATIONS: NOV/DEC 2024**

(Regulation 2020)

Third Semester

**MBA- INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT**

P20IES3107: Growth Strategies

**COURSE OUTCOMES**

- CO1:** Understand the blue ocean strategy and its implications.  
**CO2:** Interpret the tools and techniques of applying blue ocean strategy.  
**CO3:** Relate strategy to execution excellence  
**CO4:** Outline the exit strategies with their pros and cons.

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions**  
**PART A (10 x 2 = 20 Marks)**

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|--|-----|-------------------|
| 1. What is the core idea of Blue Ocean Strategy (BOS)?                           | CO1 | [K <sub>1</sub> ] |
| 2. What is the purpose of the Strategy Canvas in Blue Ocean Strategy?            | CO1 | [K <sub>1</sub> ] |
| 3. Contrast between linear and non-linear growth strategies.                     | CO2 | [K <sub>2</sub> ] |
| 4. How does the BCG Matrix help businesses decide?                               | CO1 | [K <sub>1</sub> ] |
| 5. What is the primary advantage of market expansion as a growth strategy?       | CO1 | [K <sub>1</sub> ] |
| 6. What is an exit strategy, and why is it important for businesses              | CO3 | [K <sub>1</sub> ] |
| 7. What does the '5W and 1H' framework stand for in exit strategies?             | CO1 | [K <sub>1</sub> ] |
| 8. Give an example of a successful exit model.                                   | CO1 | [K <sub>1</sub> ] |
| 9. What are the key elements of strategic planning for a firm?                   | CO1 | [K <sub>1</sub> ] |
| 10. Why is execution as important as strategy formulation in strategic planning? | CO2 | [K <sub>1</sub> ] |

**Answer any FIVE Questions**  
**PART B (5 x 16 = 80 Marks)**

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|---|-----|-------------------|
| 11. Discuss the Blue Ocean Strategy (BOS) and explain how a company can develop and implement it using the strategy canvas and four-action framework with an example. | CO2 | [K <sub>6</sub> ] |
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| 12. | Examine the various growth strategies available to businesses, with a particular focus on product and market expansion models. Discuss their advantages and disadvantages with relevant examples                                     | CO3 | [K <sub>4</sub> ] |
| 13. | Critically analyze the importance of exit strategies in business and explore different types of exit models. Include the reasons why businesses opt for exits and the potential outcomes of each model.                              | CO4 | [K <sub>4</sub> ] |
| 14. | Explain the process of strategic planning for a business, highlighting the importance of alignment between a firm's mission, vision, and goals. How can businesses ensure successful execution of their strategic plans?             | CO2 | [K <sub>5</sub> ] |
| 15. | Compare and contrast Blue Ocean Strategy (BOS) with traditional growth strategies. How can a company integrate BOS with market and product expansion to achieve sustainable growth? Use relevant examples to illustrate your points. | CO3 | [K <sub>4</sub> ] |
| 16. | What are the key growth strategies that a firm can adopt in strategic planning, and how should they be implemented to ensure sustainable growth? Discuss using relevant examples   | CO1 | [K <sub>1</sub> ] |

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