

Please check whether you have got the right question paper.

- N.B:**
1. **Question No.1 is Compulsory**
  2. Attempt any four from remaining Six questions.

**1. Case Study:**

**20**

Google started its journey from a dormitory room of Stanford University in the mid 90s. Larry page and Sergey Brin, two students from the computer engineering department of Stanford University planned to develop a new way for online search. The idea behind the setting up of the company was to organize all the globally available information and make it accessible and useful to all people across the world. Speed, Accuracy, Objectivity and Ease of use ere the four elements based on which the company was established. The name “Google” was derived from the word “googol” which meant a mathematical term for 1 followed by 100 zeroes. The name and meaning of the reflected the company’s mission to organize virtually all the information available on the web and make it free of cost. In 2006, the company was globally known as the largest search engine, an ‘easy to use free service’ that provide relevant results within a few seconds.

The user of Google was able to find information on different subjects in different languages, was able to check stock prices, maps, news headlines. Users could search information on Google Toolbar and Google Deskbars. The user also could access Google from wireless platforms like WAP and i-mode phones. The easy usage and benefits transformed Google from a search engine to one of the most successful global brands. Its reputation spread with word of mouth from millions of satisfied users of Google.

Google generates most of its revenue from online advertising. They provided advertisers the opportunity to deliver cost-effective and measurable online advertising, with pertinent and relevant information displayed on any page. But Google always differentiated advertisements from search results or other contents. Advertisers used Google Adwords and Google Adsense to promote their products and services online.

To stay ahead in the competition and to become one of the most innovative companies, Google used PageRank and Hypertext-Matching Analysis technologies to provide reliable, fast and accurate information. It also innovated special software called “Spiders” to make a list of important key words frequently found in websites. Google did not limit its innovation to the desktop only. To bring accurate and fast search results to the users accessing the web, Google pioneered wireless search technology like WAP, i-mode, JSKY, and EZWeb. Google provided its wireless technology to numerous market leaders, including AT&T, Wireless, Sprint PCS, Nextel, Palm and Vodafone among others.

- i) “Most of the breakthrough innovations emerge from simple ideas”. Elaborate your point w.r.t. Google.
- ii) In 2006, Google brand was ranked 24<sup>th</sup>, by 2014 it was numero uno. How do you think, Google has reached the summit?
- iii) Create a SWOT for Google.

**2. Attempt any two:-**

**10**

- a. Explain TQM and BPR and how is it being practiced in industries to make it competitive in today’s global scenario?
- b. Explain the relevance of Henry Mintzberg’s 5 P’s viz. Plan, Ploy, Pattern, Position and Perspective
- c. Explain Plan and Ploy with the help of an example

3. Attempt **any two**:- 10
- A) Explain the importance of SWOT analysis at the Strategic formulation stage.
  - B) Develop TOWS Strategy by using SWOT analysis for a company of your choice
  - C) Identify the limitations of SWOT
4. Attempt **any two**:- 10
- A) Elaborate on business level and corporate level strategies. Explain SWOT analysis. What is Core competency? How can organization create value?
  - B) Explain Mike's Porter's Five Forces Model w.r.t an organization or a products/ services.
  - C) Limitations of the analysis of Mike's Porter's Five Forces Model
5. Short note **any two**:- 10
- d. Write an explanatory note on effective Corporate Governance
  - e. Explain Economic value Added(EVA)
  - f. Explain the concept of Corporate Social Responsibility.
6. Attempt **any two**:- 10
- A) Explain the concept of Diversification with references to "Growth Strategy vs Risk Reducer" with help of an example of your choice.
  - B) Elucidate the steps to overcome the same.
  - C) Explain Pattern and position with the help of an example.
7. Attempt **any two**:- 10
- a) Balanced Score Card
  - b) Vertical and Horizontal Integration
  - c) Vision, Mission and Objectives
  - d) BCG vs GE Matrix