G/E/TY

Reg. No: 23BCL0176

Final Assessment Test – April 2025

VIT
Vellore Institute of Technology

Course: UCCA212L - Strategic Business Leader
Class NBR(s): 1993 | Slot: F2+TF2
Time: Three Hours | Max. Marks: 100

- ➢ KEEPING MOBILE PHONE/ANY ELECTRONIC GADGETS, EVEN IN 'OFF' POSITION IS TREATED AS EXAM MALPRACTICE
- ➢ DON'T WRITE ANYTHING ON THE QUESTION PAPER

Answer ALL Questions
(10 X 10 = 100 Marks)

1. Explain PESTEL with detailed example.

2. What does "strategic choice" mean? And explain three key elements of strategic choice.

3. What is corporate governance? And explain internal stakeholder in detail.

4. The LKJ company is a distributor of electricity in a large country. In effect, LKJ purchases electricity from companies making electricity and then distributes this through a network of cables to companies and private individuals throughout the country. Electricity is generated from a variety of sources including burning coal and natural gas, nuclear power and a small amount from renewable resources such as wind and wave power.
LKJ's shares are owned by three other companies, large investors who take an active interest in the profitability of LKJ. There are three other electricity distribution companies in the country LKJ operates in.
The board of LKJ is currently considering the proposal to purchase electricity from another country. This source of supply is quoted as being cheaper from those within LKJ's home country, although the electricity is generated by burning coal. If this supply is taken, LKJ will stop purchasing electricity from an old nuclear power station and some of the expensive wind power plants. The Clean-Earth environmental group has learnt of the proposal and is currently participating in a media campaign in an attempt to block the change by giving LKJ bad publicity.
The board, managers and employees in LKJ appear indifferent, although changing the source of supply will provide a price advantage over LKJ's competitors, effectively guaranteeing their jobs for the next few years.
Required:
Identify the stakeholder groups who will be interested and/or affected by the decision of the LKJ company to change electricity suppliers, evaluating the impact of that decision on the group.
Discuss the actions the board can take with respect to each stakeholder group.

5. Who is an effective leader? Analyse the criteria.

6. WW is a company specialising in industrial paint manufacturing. It has recently experienced significant growth in turnover and has opened two new factories to help it cope with the additional demand.
The managers of WW have become concerned that their current accounting software is no longer adequate for their needs. The current system is a basic one, which is mainly designed to record transactions and produce financial statements at