
Q.1 Write in detail on growth share matrix (BCG) for a business unit seeking to dominate a market (14)

Q.2(a) SWOT Analysis is the most renowned tool for audit and analysis of the overall strategic position of the business and its environment - explain SWOT, its advantages, and limitations (14)

OR

Q.2 (b) Strategy clock is a very useful model to help you understand how companies compete in the marketplace – elaborate with diagram and examples (14)

Q.3 (a) Write on bargaining power of purchasers and the various points that come under it (with diagram and examples) (14)

OR

Q.3 (b) What is PESTEL, what does it stand for and write in detail about the same with diagram? (14)

Q.4 (a) Explain industry life cycle with diagram and relevant examples for each stage. (14)

OR

Q.4 (b) Elaborate with diagram on the implications of an experience curve concept (14)

Q.5 What would be the stages in which a product will go through as a part of PLC and explain the user / buyer and the competitive conditions in each stage (14)

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