

Q-1	A) Explain product life cycle by drawing a diagram and elaborate on any 3 stages of product life cycle taking into consideration strategic management as the base with examples.	14
Q-2	A) In directions for strategy development to build or protect an existing product in an existing market, we have options like consolidation and market penetration – write in detail on both. <u>OR</u> B) What is threat of new entrants? Elaborate with examples of the components that act as economic forces to slow down or prevent entry by other firms.	14
Q-3	A) Define strategic groups and elaborate on implication of strategic group analysis and evolution of strategic groups. <u>OR</u> B) Explain SWOT, its advantages, and limitations.	14
Q-4	A) Write with diagram on the implications of an experience curve concept. <u>OR</u> B) Define and explain the VRIO framework with diagram and examples.	14
Q-5	A) Explain the resource-based model of above average returns with diagram & example	14