

Seat No. : _____

JB-101

January-2025

MBA-II, Sem.-III & V

Corporate Strategic Management (CSM)

Time : 2:30 Hours]

[Max. Marks : 70

1. Explain differentiation strategy as in Porter's generic strategy with diagram and examples. **14**

2. (A) BCG matrix has four cells, with the horizontal axis representing relative market share and the vertical axis denoting market growth rate – Explain with diagram and examples. **14**

OR

2. (B) In directions for strategy development to build or to protect an existing product or business in an existing market, we have options like consolidation and market penetration – Write in detail on both. **14**

3. (A) Strategy clock is a very useful model to help you understand how companies compete in the market place – Elaborate with diagram and examples. **14**

OR

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

4. (A) Explain strategic drift with diagram and relevant examples. **14**

OR

4. (B) Define Vision and Mission-with a minimum of four examples of vision and mission statement of companies. **14**

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**