

M.B.A. (GM) Sem.-2 Examination**FC-206****S.M.****Time : 2-30 Hours]****April-2025****[Max. Marks : 70**

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| Q-1 | A) There are six main types of environmental influences viz., PESTEL, elaborate on any4 with examples | 14 |
| Q-2 | A) Explain in detail on Ansoff matrix with diagram and relevant Indian examples that forms a connect with the matrix <u>OR</u> B) McKinsey 7S model is a tool that analyses firm's organisational design by looking at 7 key internal elements elaborate with diagram and examples | 14 |
| Q-3 | A) Explain with examples and diagram the bargaining power of buyers as in Porter's five forces model <u>OR</u> B) Write in detail with diagram and relevant Indian examples on growth share matrix (BCG) for a business unit seeking to dominate a market | 14 |
| Q-4 | A) Explain the resource-based model of above average returns with diagram & example <u>OR</u> B) 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 |
| Q-5 | A) What would be the stages in which a product will go through as a part of product life cycle (PLC) and explain the user / buyer, the competitive conditions and the strategic decisions one would need to take at each stage (with diagram & relevant Indian examples) | 14 |