

MBA (SCM) Sem.-3 Examination

SC 308

SM

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

Q-1	A) 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 with diagram	14
Q-2	A) What is PESTEL, what does it stand for and write in detail about the same with diagram <u>OR</u> B) Explain the industrial model (I/O) of above average returns with diagram and example	14
Q-3	A) Explain differentiation strategy as in Porter's generic strategy with diagram and examples <u>OR</u> B) Explain merger & elaborate on horizontal & vertical mergers with examples	14
Q-4	A) ERRC grid is one of the analytical tools of Blue Ocean Strategy to help simultaneously pursue differentiation and low cost to achieve value innovation – Elaborate on the same with diagram <u>OR</u> B) Explain threat of new entrants? Write a short note on the components that act as economic forces to slow down or prevent entry by other firms (if required can be explained with a diagram)	14
Q-5	A) Product life cycle concerns with the study of the degree of product acceptance by the market over time kindly explain with diagram and strategic example for any 2 stages	14