

M.B.A.-2 Seme.-4 (Eve) Examination

CSM

Time : 2-30 Hours]

May-2025

[Max. Marks : 70

- Q.1** 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 3 stages (14)
- Q.2A)** Explain Michael Porters framework with diagram and elaborate on threat of entry and threat of substitutes with examples (14)
- OR**
- Q.2B)** What is Strategy? One of the characteristics of strategy is "Strategy is likely to be concerned with the long-term direction of an organisation", elaborate on the same with relevant examples (14)
- Q.3A)** Elaborate on SWOT (with diagram) and throw some light on advantages and limitation with reference to strength and opportunities (14)
- OR**
- Q.3B)** Define strategic group, elaborate on implication of strategic group analysis and evolution of strategic groups (14)
- Q.4A)** Write in detail with diagram on growth share matrix (BCG) for a business unit seeking to dominate a market (14)
- OR**
- Q.4B)** Explain strategic drift with diagram and relevant examples (14)
- Q.5** Macro environment has an influence on an organisation. Pestle framework categorises environmental influences into six main types elaborate on any 4 (14)