



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – B.COM
Subject Name : Strategic Management
Subject Code : BCO05103_BCH05103

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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|------------|---|--------------|
| Q.1 | Analyse the main issues which have to be taken care of while formulating a multi business strategy
OR | (3) |
| Q.2 | On the basis of BCG Matrix, make an analysis of a company of your choice. | (3) |
| Q.3 | Analyse the main issues which have to be taken care of while formulating a multi business strategy
OR | (3) |
| Q.4 | On the basis of GE Matrix, make an analysis of any company of your choice. | (3) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | Suppose you are the head of a garments making firm that has just started its operations in India. Discuss the process of strategic choice that you are most likely to follow.
OR | (3) |
| Q..6 | Conduct a SWOT analysis for any two major companies in the FMCG market | (3) |
| Q.7 | Analyse the main advantages of portfolio analysis? Why it is a good option for multiproduct organisations? | (3) |
| OR | | |
| Q.8 | Do you think it is possible to sustain over a long run without formulating multi business strategy? Analyses the role of Strategic choice and process in strategy Management | (3) |
