



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

School : School of Management & Commerce
Course : II Year III Sem – MBA.
Subject Name : Strategic Management
Subject Code : MBX03101

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt any four questions.

		Marks
Q.1	Explain any 3 out of 4 forms of a strategic partnership that a firm can get into with another	(3)
Q.2	Explain how switching costs can prevent customers from churning	(3)
Q.3	Explain the difference between the blue ocean & red ocean strategy for an ecommerce business	(3)
Q.4	Explain scalability of a business model for an online gaming company	(3)
Q.5	Explain the difference between a transaction and recurring revenue with an example.	(3)
