

P79/MMG301/EE/20180111

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
-

1. Solve any **four** sub-questions.
 - a) What is the need for business strategy? 5
 - b) What do you understand by facilities strategy? 5
 - c) Discuss the role of manufacturing. 5
 - d) When are Buyer's more powerful? 5
 - e) How does force five model useful industries? 5
2. Solve any **four** sub-questions.
 - a) What do you mean by Generic Strategies? 5
 - b) Explain cost leadership strategy. 5
 - c) State the different risks associated with focus strategy. 5
 - d) How can a company create value? 5
 - e) What is PWP? 5

3. Solve any **four** sub-questions.
- a) What do you mean by process matching? 5
 - b) Explain the concept of Product-Life-Cycle (PLC). 5
 - c) What is strategic fit? 5
 - d) Write a short note competitive advantage. 5
 - e) Discuss the various types of capabilities. 5
4. Solve any **four** sub-questions.
- a) Define the terms (i) strategic intent (ii) competitive advantage. 5
 - b) What is core competence? 5
 - c) Why do companies go Global? 5
 - d) Which are the risks of Globalization ? 5
 - e) Mention the four areas from where a nation gets its competitive advantage. 5

