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Register Number:

DATE:04-03-2022

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination conducted in February-March 2022)**

**BC IFA 5319 - Business Strategy & Analysis I**

Time- 2 ½ hrs Max Marks-70

**This paper contains one printed page and four parts**

**Section A**

Answer ***any five*** of the following (**2 x 5 = 10 marks)**

1. What is a Strategy?
2. What are competencies?
3. What is the meaning of pricing strategy?
4. What is Commercial acumen?
5. State any four uses of SWOT analysis.
6. What is Strategic Drift?

**Section B**

Answer ***any three*** of the following (**5 x 3 = 15 marks)**

1. Explain the Harmon’s Process-Strategy Matrix.
2. Explain the levels of strategic planning.
3. Discuss the benefits of Cloud and Mobile computing.
4. Explain Porter’s Value Chain.

**Section C**

Answer ***any two*** of the following (**15 x 2 = 30 marks)**

1. Explain in detail the PESTEL model.
2. a) Discuss the Porter’s Five Force Model (8 marks)

b) “Growth strategies are explored through the use of the Ansoff matrix” Discuss.

(7 marks)

1. What is Strategic Planning? Explain the advantages & disadvantages of Strategic planning.

**Section D**

**Answer the following (15 marks)**

1. What is BCG Growth Share Matrix? Discuss the BCG Matrix of Apple Inc.

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