

TEST PAPER

STRATEGIC MANAGEMENT

CHAPTER-3 Strategic Analysis

- 1. Discuss General Electric model of analysing business portfolio. (4 marks)**
- 2. To which industries the following development offers opportunities and threats? 'The number of nuclear families, where husband and wife both are working, is fast increasing'. (4 marks)**
- 3. "The Ansoff's product market growth matrix is a useful tool that help businesses their product and market growth strategy." Elucidate this statement. (4 marks)**
- 4. Briefly answer the following questions: (4 MARKS)**
 - A. Explain the concept of Experience Curve and highlight its relevance in strategic management.**
 - B. Write a short note on Product Life Cycle**
- 5. State with reasons which of the following statements is correct / incorrect:**
 - A. strategic group consists of rival firms with similar competitive approaches and positions in the market. (4 MARKS)**