



	<p>operation allows them to flood the market</p> <p>d. New entrants face high unit costs either because they enter at sub-optimal scale, or they make a large-scale entry that initially operates with substantial excess capacity</p>		
(v)	<p>.The effectiveness of barriers to entry depends upon:</p> <p>a. How quickly new technologies emerge</p> <p>b. How fiercely incumbents retaliate against new entrants</p> <p>c. The resources and capabilities that potential entrants possess</p> <p>d. How vigorously governments enforce competition law</p>	2	CO1
(vi)	<p>The restrictions that governments place on the advertising of tobacco products:</p> <p>a. Reduce the demand for tobacco thereby depressing profitability</p> <p>b. Reduce the marketing costs of tobacco companies and impede the entry of newcomers to the market, boosting the profitability</p> <p>c. Cause both (a) and (b)</p> <p>d. Cause neither (a) nor (b)</p>	2	CO1
(vii)	<p>Strategic group analysis is primarily useful for:</p> <p>a. Identifying “blue ocean” opportunities</p> <p>b. Describing and understanding the strategic positioning of firms within an industry</p> <p>c. Identifying the strategies that are most conducive to profitability within an industry</p> <p>d. Identifying which strategic niches in an industry are least saturated and therefore have the greatest profit potential</p>	2	CO1
(viii)	<p>Intangible resources tend to be more valuable than tangible resources because:</p> <p>a. They are easier to acquire</p> <p>b. They are cheaper to acquire</p> <p>c. They are more likely to provide sustainable competitive advantage</p> <p>d. All of the above</p>	2	CO1
(ix)	<p>The main use of industry segmentation analysis is to:</p> <p>a. Identify the most attractive segments for a firm to locate within</p> <p>b. Understand better the needs of different customer groups</p> <p>c. Formulate better marketing strategies</p> <p>d. Predict the likely evolution of market structure</p>	2	CO1
(x)	<p>The difference between a resource and a capability is:</p>	2	CO1

	<p>a. A resource is a productive asset; a capability refers to what the firm can do</p> <p>b. A resources are static; capabilities are dynamic</p> <p>c. A resource is a weak source of competitive advantage whereas a capability is a strong one</p> <p>d. There is no clear distinction: a capability is a type of resource</p>		
<p><b>SECTION B</b> <b>4Qx5M= 20 Marks</b></p>			
Q2	Differentiate between Corporate Strategy and Business Strategy with examples?	<b>5</b>	<b>CO2</b>
Q3	Discuss why segmentation is needed?	<b>5</b>	<b>CO2</b>
Q4	What is Blue Ocean Strategy? Explain with example.	<b>5</b>	<b>CO2</b>
Q5	Is competitive advantage sustainable? Comment on same.	<b>5</b>	<b>CO2</b>
<p><b>SECTION-C</b> <b>3Qx10M=30 Marks</b></p>			
Q6	Discuss Porter's Generic Strategy?	<b>10</b>	<b>CO3</b>
Q7	BCG matrix helps the companies to evaluate the strategic position of a firm's brand portfolio. Discuss any two quadrant of the same.	<b>10</b>	<b>CO3</b>
Q8	<p>There are certain characteristics that differentiate industries such as, airline industry or Telcom market, and, on the other hand, restaurants or fast food outlets? Briefly discuss the difference between the structures of both the industry.</p> <p style="text-align: center;"><b>OR</b></p> <p>How could a firm protect itself and grow in an industry characterized by low barriers to entry? Discuss.</p>	<b>10</b>	<b>CO3</b>
<p><b>SECTION-D</b> <b>2Qx15M= 30 Marks</b></p>			
Q9	<p>Elon Mask is thinking to launch EV Vehicle in Indian market. You are heading strategic team of Tesla. What are the various strategy you are going to have to gain sustainable competitive advantage?</p> <p style="text-align: center;"><b>OR</b></p>		

	JIO company is thinking to compete with Amazon and Flipkart. Mr. Ambani wants detailed strategy plan and want to understand industry structure of ecommerce industry. Help him to understand the industry with Porter's five forces.	<b>15</b>	<b>CO4</b>
Q10	Patanjali has established itself into different product category ranging from different types of food products to cosmetic products. Discuss its various product portfolio with the help of BCG matrix.	<b>15</b>	<b>CO4</b>