**Strategic Management – III Trimester End Exam (2019-21)**

**Instructions**

* Refer to the company that you have selected for Entrepreneurship Project Report (Individual not in a group which you submitted to me recently). This question paper is based on that company which you have taken. ***I want you to write the answers based on the same company only.***
* Be precise and upto the point, relate all your answers based on the company that you have selected.
* All questions carry equal marks.
* ANSWERS TO BE WRITTEN IN THE SAME PAPER (**You don’t need to open a separate word document KINDLY DOWNLOAD AND TYPE YOUR ANSWERS HERE ONLY**).
* No answer should exceed more than two pages, answers should be typed in Times New Roman with 12’ with double spacing. You do not have to draw the diagrams.

Time: 2 hours 15 minutes (10.00 am to 12.15 pm) Marks: 4 Q x 10 Marks = 40 Marks

* Enrolment Number:
* Name:
* Section:
* Company Name:

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1. What is the Vision and Mission statements of the company? Analyze and explain the Vision and Mission statements of the company as to what it means and how do you understand it?

**Answer:**

1. Critically examine and explain the Porter’s five force model with reference to the company that you have taken up for study.

**Answer:**

1. Design a BCG Matrix and list out the SWOT analysis of your company of study, develop strategies to build up

**Answer:**

1. Examine and interpret the internal and external analysis of the company.

**Answer:**