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

Registration Number:

Date & Session 16-12-2022 (9am)

**B.Com – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BCIFA5319 BUSINESS STRATEGY AND ANALYSIS- I**

**Time- 2 1/2 hrs Max Marks-70**

**This paper contains two printed pages and four parts**

**SECTION-A**

**Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)**

1. State the nature of strategy.
2. What is SWOT Analysis?
3. What is Strategic Drift?
4. State any four strategic choices.
5. What are the 3 C's of the change management?
6. Mention the benefits of Cloud Computing.

**SECTION- B**

**Answer any THREE of the following questions. Each question carries five marks. (3x5=15)**

1. Briefly discuss the advantages and disadvantages of Strategic planning.
2. Explain the Harmon’s Process-Strategy Matrix.
3. What are the 6 PESTEL factors?
4. Explain the Porter’s Diamond Model.

**SECTION -C**

**Answer any two of the following questions. Each question carries fifteen marks. (2x15=30)**

1. Explain in detail the Porter’s Value Chain.
2. What is BCG Growth Share Matrix? Explain its advantages
3. Write a short note on:
4. Joint Ventures
5. Franchising
6. Merger and Acquisitions

**SECTION -D**

**Answer the following compulsory question. The question carries fifteen marks. (1x15=15)**

1. **The Ansoff Matrix: How Coca Cola Used It to Grow into a Dominant Global Brand.**

Coca Cola used the Ansoff Matrix to grow from a small company into a dominant global brand. The company started by using market penetration as its primary growth strategy; this involved selling more of its existing products in existing markets.

Coca Cola then began to diversify its product range by introducing new products, such as Diet Coke and Coca Cola Zero; this helped grow its customer base and increase its market share.

Finally, Coca Cola expanded into new markets, such as China and India; this helped the company to become a truly global brand.

The Ansoff Matrix is a powerful tool that can help businesses grow and expand.

With reference to the above case discuss the four quadrants of the Ansoff Matrix and the benefits of using the Ansoff Matrix.

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