





	<p>seek coexistence rather than annihilation</p> <p>d. None - there is no conceptual difference</p>		
(x)	<p>Segmentation is a process through which:</p> <p>a. Market demand is analyzed through identifying different customer groups</p> <p>b. Industries are disaggregated into more narrowly-drawn markets</p> <p>c. Industries are divided into groups of similar products</p> <p>d. Industries are divided into separate geographical markets</p>	2	CO1
<p><b>SECTION B</b></p> <p><b>4Qx5M= 20 Marks</b></p>			
Q2	Define CSR? Why companies should follow CSR? Explain with examples.	5	CO2
Q3	Explain Corporate and Business strategy with examples?	5	CO2
Q4	Differentiate between Blue Ocean Strategy and Red Ocean Strategy?	5	CO2
Q5	Discuss Porter's generic strategy?	5	CO2
<p><b>SECTION-C</b></p> <p><b>3Qx10M=30 Marks</b></p>			
Q6	Describe Porter's Value Chain?	10	CO3
Q7	Cost leadership strategy is one of the Porter's generic strategy to gain competitive advantage. Discuss different ways to reduce costs.	10	CO3
Q8	<p>If employees are a firm's most valuable assets, how can organizations keep them?</p> <p style="text-align: center;"><b>OR</b></p> <p>Discuss various variables of segmentation in the market that helps to create opportunities in differentiation.</p>	10	CO3
<p><b>SECTION-D</b></p> <p><b>2Qx15M= 30 Marks</b></p>			
Q9	As you all are aware that JIO company has disrupted Telcom market since its launch.		

	<p>Discuss various strategy used by JIO company to gain market share. What are the various strategy used by them to gain sustainable competitive advantage?</p> <p style="text-align: center;"><b>OR</b></p> <p>Tata group has recently acquired Indian airlines. Suggest various strategy to TATA group chairman to gain market share and become market leader in aviation industry.</p>	<b>15</b>	<b>CO4</b>
Q10	<p>From last couple of years ITC has launched various products to attract and gain market share in food industry. But it is majorly known for manufacturing cigarette. ITC has established itself in different product category over a period of time. Discuss its different product portfolio with the help of BCG matrix.</p>	<b>15</b>	<b>CO4</b>