

**4<sup>TH</sup> SEMESTER MBA**

**STRATEGIC MANAGEMENT**

**ASSIGNMENT**

**Answer any one of the following questions.**

1. With a schematic diagram discuss the value chain analysis for a manufacturing company of your choice.
  2. Discuss the rationale behind Mergers & Acquisitions. Analyze the case of Tata- Jaguar and Land Rover. Enumerate the pros and cons.
  3. Discuss the importance of Business Portfolio Management. Take a company of your choice and plot a BCG matrix to portray the business portfolio.
  4. Outline the SWOT analysis for a particular company of your choice. With the help of a SWOT matrix discuss the suggestive strategies for each cell.
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