

Roll No. _____ University of Pune, Department of Management Sciences (PUMBA)
Executive MBA 2nd year (2013-14)
Internal Examination September 2013

301 - BPSM

Time - 1 Hour.

Marks - 20

Answer the two questions, each of which carries equal marks.

1. Explain the 'TOWS' matrix and what are 'SO', 'ST', 'WT' and 'WO' strategies. Give examples of each
 2. What are the advantages and disadvantages of being a first mover in an Industry? Give some examples of first mover and late mover firms. Were they successful?
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