

Seat Number of Candidate: \_\_\_\_\_

MBA++TSINT/16012013

Dept. of Management Sciences (PUMBA), University of Pune,  
MBA++ Internal Examination, January 2013, 505 I (H) Strategic Management for Engineering Industries  
Time: 1.5 hours

Max Marks: 25

**Note: Attempt any 3 Questions.**

- Q 1. Explain different types of Business growth. Which type is to be preferred?
  - Q 2. Discuss the concepts of Market share & Relative Market Share  
How they impact the profitability of the company?
  - Q 3. What is a JV? Why they are formed? Discuss the actions Hero is taking  
after break up with Honda to retain its leadership position.
  - Q 4. Discuss the ideas of Quality & Reliability & their role in successful Marketing.
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