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13. a) Enumerate the various elements of turnaround strategy.

(OR)

b) Explain and illustrate the concept of BCG matrix method and bring out its limitations.

14. a) Discuss the various barriers in evaluation and control system.

(OR)

b) Explain the steps in implementing strategic changes.

15. a) Explain the various models of internet business.

(OR)

b) What are the areas influencing the management of technology and innovation ? Discuss.

PART – C

(1×15=15 Marks)

16. a) Select an industry of your choice. Identify Porter's five forces of competition in that industry. Perform a competitor analysis from the point of view of the market leader in that industry. Identify the possible strategic groups in that industry and judge the implications of such groups on the strategies of the market leader.

(OR)

b) Apply the strategic management model to your own case. Follow the process and identify the different elements. Such as your vision and mission, career objectives, your self appraisal and the opportunities and threats operating in the job market, the career advancement strategies that you choose and how you would implement these strategies and evaluate your performance. Describe what you have thought systematically according to the different phases of strategic management.