



Managerial Analysis and Communication
Term Examination

Time - 3 Hour

MM-50

The question paper contains ONE printed page.

1. What is Value proposition? Give example. (10 marks).
2. Analyze India's rural agriculture industry using Porters five forces. (10 marks).
3. What is PESTEL analysis? Analyze Indian rural sector using PESTEL framework (10 Marks).
4. What is Blue ocean strategy? What are main differences between Red ocean and Blue ocean strategy (10 marks).
5. What is business model canvas? What are its components? (10 marks).