POP QUIZ NO. 2  
Date: Fri 16 Dec, 2005.
Course: TMI-3411 Multimedia Information Strategic Planning
Session: Trimester 2, 2005/2006
Lecturer: WRY

Duration: 30 MINUTES

Question 1. Explain to a non-management person about VCA – Value Chain Analysis.

Question 2. List down 3 important reasons why some companies prefer openness in the conduct of their strategic planning sessions.

Question 3. The famous Boston Consulting Group (BCG) Matrix is about classifying products or services into 4 categories (4 quadrants of the “market-share” against “growth-rate” matrix). These 4 quadrants (high-low) in the matrix give us ideas or actions in the formulation of our strategies. List down and describe the 4-quadrants.