

# 7 Lecture - MGT301

## Important Subjective

1. **What is portfolio analysis?**

Answer: Portfolio analysis is the process of evaluating a company's portfolio of products, services, or business units in order to determine their overall value and potential for growth.

2. **What are the components of portfolio analysis?**

Answer: The components of portfolio analysis typically include strengths and weaknesses analysis, market analysis, and SWOT analysis.

3. **What is the BCG matrix?**

Answer: The BCG matrix is a portfolio analysis model that categorizes products or services into four quadrants based on market share and market growth rate.

4. **What is the GE matrix?**

Answer: The GE matrix is a portfolio analysis model that evaluates a company's products or services based on their competitive position and market attractiveness.

5. **What is a cash cow in the BCG matrix?**

Answer: A cash cow is a product or service with a high market share but a low market growth rate.

6. **What is a star in the BCG matrix?**

Answer: A star is a product or service with a high market share and a high market growth rate.

7. **What is a question mark in the BCG matrix?**

Answer: A question mark is a product or service with a low market share but a high market growth rate.

8. **What is a dog in the BCG matrix?**

Answer: A dog is a product or service with a low market share and a low market growth rate.

9. **What are the limitations of portfolio analysis?**

Answer: Limitations of portfolio analysis include its subjectivity, its failure to consider external factors, and its potential cost and time requirements.

10. **What is the primary goal of portfolio analysis?**

Answer: The primary goal of portfolio analysis is to identify areas for improvement and make informed decisions about resource allocation and investment in order to increase profits and growth potential.