



## UNIT-2

### TWO MARK QUESTIONS

1. What are the potential strengths and weaknesses of a new social media platform aiming to compete with established giants?
2. Identify two opportunities and threats facing a traditional brick-and-mortar retailer considering an e-commerce expansion.
3. How might political instability in a key sourcing region impact the supply chain of a global electronics manufacturer?
4. Discuss how advancements in renewable energy technology could affect the future of the automotive industry.
5. Explain how the threat of substitute products influences the profitability of a leading coffee shop chain.
6. Assess the impact of increasing supplier power on the profitability of a multinational pharmaceutical company.
7. How does aggressive pricing by a new entrant affect market share among existing smartphone manufacturers?
8. Describe how a luxury fashion brand maintains its competitive positioning in a crowded market through brand prestige and exclusivity.
9. Suggest a strategic option for a software company to capitalize on its strong R&D capabilities and enter a new market.
10. Recommend a tactic for a struggling retail chain to mitigate the threat of online competitors while leveraging its extensive physical store network.