

MGT503 SOLVED GDB ENJOY

1) The Star has a high market share in a rapidly growing market.-----Lifebuoy
2) A Question Mark (problem child) has a low market share in a rapidly growing market.

3) The Cash Cow has a high market share in a slowly growing market. -----Lux

4) A Dog has a low market share in an area of low growth.-----DOVE

Lux will fall in Cash Cow with low growth of 18 % 22 % with high market share 60 % 58%

Lifebuoy will fall in Star with high growth of 29 % 26 % with high market share 54% 51 %

Dove will fall in Question mark with high growth of 11% 7% with low market share 4 % 2.5 %

Note:- strategies khdi mention krain ab that wht strategies we should adopt against each category of BCG Matrix.