

Enrollment No:-_____

Exam Seat No:-_____

C.U.SHAH UNIVERSITY

Summer-2015

Subject Code: 5MC01SMA1 Subject Name: Strategic Management

Course Name: M.Com.(English/Gujarati)

Date: 6/5/2015

Semester:I

Marks: 70

Time:10:30 TO 01:30

Instructions:

- 1) Attempt all Questions of both sections in same answer book/Supplementary.
 - 2) Use of Programmable calculator & any other electronic instrument prohibited.
 - 3) Instructions written on main answer book are strictly to be obeyed.
 - 4) Draw neat diagrams & figures (if necessary) at right places.
 - 5) Assume suitable & perfect data if needed.
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SECTION-I

- Q-1 (A) Explain the term Vision 1
(B) Define the term AAR 2
(C) Define the term Strategic Leader 2
(D) What is competitive advantage 2
- Q-2 (A) Why is it important for a firm to study and understand the external environment? 5
(B) Write a short note on ethnic mix 4
(C) What is outsourcing? Why do firm outsource? 5
- OR
- Q-2 (A) What are the factors affecting to the economic segment? 5
(B) What is strategic group? Discuss the procedure for Constructing a Strategic group MAP? 5
(C) What are vision and mission? What is there value for the strategic management process? 4
- Q-3 (A) According to the I/O model what should a firm do to earn AAR? 5
(B) What are stakeholders? How do the three primary stakeholder's groups influence the organisation? 4
(C) Briefly discuss the 7-S Model? 5
- OR
- Q-3 (A) What does resource based model suggests a firm that it should do to earn AAR? 5
(B) What is the difference between tangible and intangible resources? 4
(C) Discuss the components of competitor Analysis in detail. 5



SECTION-II

- Q-4 (A) What is value chain? 2
(B) What do you mean by structure? 2
(C) What do you mean by BCG? 1
(D) What do you mean by substitute products? 2
- Q-5 (A) Examine the value creating potential of primary activity of value chain in detail. 5
(B) Explain BCG Matrix in detail. 4
(C) What kinds of potentially significant entry barriers may discourage competition? 5
- OR
- Q-5 (A) Explain the barriers to strategy implementation in detail 5
(B) Explain the interrelationship of formulation and implementation with the model of strategy implementation 5
(C) What does it mean to say that strategy & structure have a reciprocal relationship? 4
- Q-6 (A) How do the internal & external managerial level markets affect the managerial succession process? 4
(B) How do the five forces of competition in an industry affect its profit potential? Explain 5
(C) How do firms identify internal strengths and weaknesses? Why is it vital that manager have a clear understanding do their firm's strengths and weakness? 5
- OR
- Q-6 (A) Explain the different types of structure in detail with advantages and disadvantages. 5
(B) What is a top management team? How does it affect a firms performances & its ability to innovate change? 5
(C) What is the effect of strategic leadership on determining the firm's strategic direction? 4



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