

Enrollment No: \_\_\_\_\_

Exam Seat No: \_\_\_\_\_

# C.U.SHAH UNIVERSITY

## Winter Examination-2015

**Subject Name: Strategic Management**

**Subject Code: 5MC01SMA1**

**Semester: 1      Date: 04/12/2015      Time 10.30 to 01.30**

**Branch: M.Com**

**Marks: 70**

### Instructions:

- (1) Use of Programmable calculator and any other electronic instrument is prohibited.
  - (2) Instructions written on main answer book are strictly to be obeyed.
  - (3) Draw neat diagrams and figures (if necessary) at right places.
  - (4) Assume suitable data if needed.
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### SECTION – I

- Q-1      Attempt the Following questions      (07)**
- a. What is strategic management?      1
  - b. Explain the concept of policies.      1
  - c. What do you mean by Vision and mission in business?      1
  - d. What do you mean by strategic decision?      1
  - e. Explain the concept of cost leadership.      1
  - f. What is benchmarking?      1
  - g. Explain the concept of managerial intervention.      1
- Q-2      Attempt all questions      (14)**
- 1 Describe the sources of strategy.      7
  - 2 Explain the characteristics of strategic planning.      7
- OR**
- Q-2      Attempt all questions      (14)**
- 1 Describe the types of strategy      7
  - 2 Explain the process of strategic decision making      7
- Q-3      Attempt all questions      (14)**
- 1 Discuss the level of strategy in brief      7
  - 2 Explain the process of strategic planning      7
- OR**
- Q-3      1      What do you mean by Business environment? Explain the factors affecting to business environment.      7**
- 2      Discuss different types of action plan in business      7**

### SECTION – II

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<b>Q-4</b>	<b>Attempt the Following questions</b>	<b>(07)</b>
	a. In SWOT analysis, What is the meaning of S?	1
	b. What is backward integration?	1
	c. Explain the concept of joint venture	1
	d. Give the full name of BCG Matrix.	1
	e. Explain the concept of threat of entry in industry	1
	f. What is value chain analysis?	1
	g. Explain the concept of product differentiation	1
<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	Describe the competitive environment ‘ Five Force Analysis’	7
2	Describe the importance of strategic planning	7
	<b>OR</b>	
<b>Q-5</b>	1 Describe the factors affecting to strategic choice	7
	2 Write note on Diversification in grand strategy	7
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	Discuss the limitation of strategic planning	7
2	What do you mean by integration strategy? Discuss different types of integration strategy.	7
	<b>OR</b>	
<b>Q-6</b>	<b>Attempt all Questions</b>	
1	Write note on Operating Environment	7
2	Explain the main features of strategic planning	7

