

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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Q-4	Attempt the Following questions	(07)
	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
Q-5	Attempt all questions	(14)
1	Describe the competitive environment ‘ Five Force Analysis’	7
2	Describe the importance of strategic planning	7
	OR	
Q-5	1 Describe the factors affecting to strategic choice	7
	2 Write note on Diversification in grand strategy	7
Q-6	Attempt all questions	(14)
1	Discuss the limitation of strategic planning	7
2	What do you mean by integration strategy? Discuss different types of integration strategy.	7
	OR	
Q-6	Attempt all Questions	
1	Write note on Operating Environment	7
2	Explain the main features of strategic planning	7

