

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Winter Examination-2015

Subject Name : Strategic Management

Subject Code : 5MS03SMT1

Branch : M.B.A.

Semester : 3

Date : 01/12/2015

Time : 2:30 To 5:30

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. State any two characteristics of Strategic Vision. 01
 - b. What is Organizational Culture? 01
 - c. Define Strategic Management. 01
 - d. State any one point of difference between Strategy and Policy. 01
 - e. Give examples of any two Financial objectives. 01
 - f. Explain the term 'Balanced Scorecard'. 01
 - g. State any one example of Corporate Social Responsibility by any Business Unit. 01
- Q-2 Attempt all questions (14)**
- a. Take an example of any corporate / Business Unit and explain the concept of Stakeholders in detail. 07
 - b. Explain the Strategy Making process. 07
- OR**
- Q-2 Attempt all questions (14)**
- a. Explain in detail the Porter's Five Force Model using examples. 07
 - b. Differentiate between Competitive advantage and sustainable competitive advantage. 07
- Q-3 Attempt all questions (14)**
- a. Explain the levels of Strategy in a Single Business Company. 07
 - b. Write a note on Strategic Alliance and Joint Venture. 07
- OR**
- Q-3 Attempt all questions (14)**
- a. Write a detailed note on I/O Model and Resource-Based Model. 07



- b. Explain any two Strategic Leadership Models. 07

SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. Define Strategic Control. 01
 - b. Explain the term diversification. 01
 - c. State the levels of Strategy Making in a diversified company. 01
 - d. What are ethics? 01
 - e. Define Value Chain. 01
 - f. Define Driving Forces. 01
 - g. What do you understand by the word Strategy? 01
- Q-5 Attempt all questions (14)**
- a. Write a note on PEST analysis. 07
 - b. Explain 'Management of Change' in detail. 07
- OR**
- Q-5 Attempt all questions (14)**
- a. Explain the strategic Group Mapping. 07
 - b. Write a note on Ethics and Corporate Governance. 07
- Q-6 Attempt all questions (14)**
- a. Take an example of any Business Unit and explain its dimensions using SWOT Analysis. 07
 - b. Write a note on Mergers and Acquisition. 07
- OR**
- Q-6 Attempt all Questions (14)**
- a. What are Functional strategies and policies? 07
 - b. Explain in detail stating examples the core competence of any organization. 07

