

C.U.SHAH UNIVERSITY

Summer Examination-2016

Subject Name : Strategic Management

Subject Code : 4MS06SMT1

Branch: BBA/MAM

Semester : 6 Date : 04/05/2016

Time : 02:30 To 05:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator & 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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- Q-1 Attempt the following questions: (14)**
- a) Give a Full Form : PEST 01
 - b) Out of following, which one is/are an element of strategy? 01
 - (a) Goals
 - (b) Scope
 - (c) Competitive Advantage
 - (d) All of the above
 - c) Which one out of following is not a level of strategy? 01
 - (a) SBU Level
 - (b) Functional Level
 - (c) Lower Level
 - (d) Corporate Level
 - d) Give a full form of SBU 01
 - e) Name the two types of integration 01
 - f) What do you mean by Joint-Venture? 01
 - g) Give a full form of I/O 01
 - h) Out of following, Which one is/are the type/s of International Strategy? 01
 - (a) Transactional Strategy
 - (b) Global Strategy
 - (c) Multi-domestic Strategy
 - (d) All of the above
 - i) Give a full form of KSF 01
 - j) Give a full form of BCG 01
 - k) Out of following, Which one is/are the type/s of diversification Strategy? 01
 - (a) Related Diversification
 - (b) Unrelated Diversification



- (c) Both (a) and (b)
- (d) None of above
- l) Give a full form of CSF 01
- m) What do you mean by ethics 01
- n) Give a full form of SWOT 01

Attempt any four questions from Q-2 to Q-8

- Q-2 Attempt all questions (14)**
- a) Explain the I/O model of above average return. 07
 - b) Explain resource based model of above average return 07
- Q-3 Attempt all questions (14)**
- a) Explain the Micro Environmental factor affecting business environment 07
 - b) Write the characteristics of effective control 07
- Q-4 Attempt all questions (14)**
- a) Draw and explain porter five force model 07
 - b) Write the arguments for social responsibility 07
- Q-5 Attempt all questions (14)**
- a) Explain the process of strategic management 07
 - b) Discuss the elements of culture 07
- Q-6 Attempt all questions (14)**
- a) Discuss the steps involved in the process of strategic implementation 07
 - b) Discuss the directional strategies 07
- Q-7 Attempt all questions (14)**
- a) Write the types of Merger 07
 - b) Write the types of Acquisition 07
- Q-8 Attempt all questions (14)**
- a) Write a note on : BCG Matrix 07
 - b) Differentiate between Strategic and Tactics 07

