

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

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

# C.U.SHAH UNIVERSITY

## Summer Examination-2016

Subject Name: Strategic Management-I

Subject Code: 4CO05SMA1

Branch: B.Com(Gujarati)

Semester: 5

Date: 27/04/2016

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.

<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
a)	SWOT Analysis	1
b)	IGTLMV	1
c)	SWOT Analysis	1
d)	IGTLMV	1
e)	SWOT Analysis	1
f)	IGTLMV	1
g)	SWOT Analysis	1
h)	IGTLMV	1
i)	SWOT Analysis	1
j)	IGTLMV	1
k)	SWOT Analysis	1
l)	IGTLMV	1
m)	SWOT Analysis	1
n)	IGTLMV	1

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

<b>Q-2</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	SWOT Analysis	7
2	IGTLMV	7



<b>Q-3</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	j ]CFtDS ;\RF,GGF HMBDM H6FJM	7
2	j ]CFtDS VFIMHGGF ,1F6M H6FJM	7
<b>Q-4</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	:5WF"tDS 5IF"JZ6G]\ 5F\R 5IZA/G]\ IJ` ,[QF6 H6FJM	7
2	:JM8 IJ` ,[QF6 IJX[ GM\W ,BM	7
<b>Q-5</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	ALP;LPÒ D[8=LS IJX[ GMW ,BM	7
1	j ]CFtDS 1FDTFGF IJ` ,[QF6 DF8[GF\ VIEUDMGL RRF" SZMP	7
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	JFIQF"S w I V[8,[ X]\ m JFIQF"S w IGF ,1F6M H6FJM	7
2	j ]CZRGFGF VD,LSZ6GF VIEUDM H6FJM	7
<b>Q-7</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	SEVEN –S Model IJX[ GMW ,BM	7
2	V;ZSFZ j ]CZRGFG[ VD,LSZ6G[ VJZMWTF 5IZA/M H6FJM	7
<b>Q-8</b>	<b>Attempt all questions</b>	<b>(14)</b>
1	pWMU IJ` ,[QF6 V[8,[ X]\ m T[G[ V;Z SZTF 5IZA/M H6FJM	7
2	;A\WT J{IJwISZ6 VG[ V;\WT J{IJwISZ6 IJX[ RRF" SZM	7

