

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name : Strategic Management-II

Subject Code :4CO06SMA1

Branch:B.Com (English)

Semester : 6

Date :21/04/2016

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.
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- Q-1 Attempt the following questions: (14)**
- a) Give full form of TQM. (1)
 - b) What is the time gap in business level strategy? (1)
 - c) Give full form of SWOT. (1)
 - d) Give full form of SBU. (1)
 - e) How many types of diversification are there? (1)
 - f) Explain Divestment. (1)
 - g) Give full form of BCG Matrix. (1)
 - h) What is Benchmarking? (1)
 - i) Who has given seven- S Model? (1)
 - j) Write name of Seven S. (1)
 - k) What is leadership? (1)
 - l) What is strategic control? (1)
 - m) What is milestone? (1)
 - n) Give definition of Holding company Structure. (1)

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

- Q-2 Attempt all questions (14)**
- a) Write a note on Business Level Strategy. (7)
 - b) Write a note on Corporate Level Strategy. (7)
- Q-3 Attempt all questions (14)**
- a) Explain four types of Merger. (7)
 - b) Write a note on Competitive Strategy. (7)
- Q-4 Discuss the effective Implementation of strategies. (14)**
- Q-5 Explain organization structures for strategy implementation. (14)**



- Q-6** **Attempt all questions** **(14)**
a) Discuss the role of CEO. (7)
b) Write a note on Institutionalizing the strategy- structure. (7)
- Q-7** **Attempt all questions** **(14)**
a) Differentiate between Formulation and Implementation. (7)
b) Write a note on an organizational culture. (7)
- Q-8** **Attempt all questions** **(14)**
a) Write note on LBO. (7)
b) Explain the causes of Business Risk. (7)

