

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

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

# C.U.SHAH UNIVERSITY

## Summer Examination-2017

**Subject Name :** Strategic Management

**Subject Code :** 4MS06SMT1

**Branch:** BBA

**Semester :** 6

**Date :** 12/04/2017

**Time :** 10:30 To 01:30

**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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<b>Q-1</b>	<b>Attempt the following questions:</b>	<b>(14)</b>
	a) What do you mean by SWOT?	01
	b) Give a Full Form of KSF	01
	c) State the full form of I/O	01
	d) Explain the concept Acquisition with suitable example	01
	e) What do you mean by Global Strategy?	01
	f) Define Strategy	01
	g) Give a Full Form of SBU	01
	h) What do you mean by Objective?	01
	i) Give Two examples of Joint-Venture	01
	j) Write any one name of International Strategy	01
	k) Define Diversification	01
	l) Explain the concept Merger with suitable example	01
	m) Give a Full Form of PEST	01
	n) What does BCG means?	01

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

<b>Q-2</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Explain various types of Merger	07
	b) Write a Note on : Value Chain	07
<b>Q-3</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Define Leadership. Discuss any two leadership style	07
	b) Discuss Resource Based model of Above Average Return.	07
<b>Q-4</b>	<b>Attempt all questions</b>	<b>(14)</b>
	a) Discuss I/O model of Above Average Return.	07
	b) Write a Note on : Internal Environmental Factor	07



