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. 					
b) c) d) e) f) g) h) i) j) k)	Attempt the following question What do you mean by SWOT? Give a Full Form of KSF State the full form of I/O Explain the concept Acquisition What do you mean by Global Str Define Strategy Give a Full Form of SBU What do you mean by Objective? Give Two examples of Joint-Ven Write any one name of Internation Define Diversification Explain the concept Merger with Give a Full Form of PEST What does BCG means?	with suitable example rategy? ? nture onal Strategy	(14) 01 01 01 01 01 01 01 01 01 01 01 01 01		

l) Explain the concept Merger with suitable example m) Give a Full Form of PEST 01 n) What does BCG means? 01 Attempt any four questions from Q-2 to Q-8 Q-2 Attempt all questions a) Explain various types of Merger b) Write a Note on: Value Chain 07 Q-3 Attempt all questions a) Define Leadership. Discuss any two leadership style b) Discuss Resource Based model of Above Average Return. 07



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(14)

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07

Attempt all questions

a) Discuss I/O model of Above Average Return.

b) Write a Note on: Internal Environmental Factor

Q-4

Q-5		Attempt all questions	(14)
	a)	Draw and Discuss the Porter's Five Force Model	07
	b)	Explain various types of Acquisition	07
Q-6		Attempt all questions	(14)
	a)	Write a note on: International Business Strategies	07
	b)	Discuss the steps involved in Strategic Management Process	07
Q-7		Attempt all questions	(14)
	a)	Write a Note on: Corporate Social Responsibility	07
	b)	Discuss in detail about Organization Culture	07
Q-8		Attempt all questions	(14)
-	a)	Discuss in detail about Balance Scorecard	07
	b)	Write a Note on: Corporate Governance	07

