

C.U.SHAH UNIVERSITY

Summer Examination-2017

Subject Name : Strategic Management

Subject Code : 5MS03SMT1

Branch: MBA

Semester : 3

Date : 21/03/2017

Time : 10:30 To 01:30

Marks : 70

Instructions:

- (1) Use of Programmable calculator and 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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SECTION – I

- Q-1 Define the following terms: (07)**
- a. Strategy. 01
 - b. Vision statement 01
 - c. Stakeholder. 01
 - d. External Environment. 01
 - e. Strategic Group. 01
 - f. Cost Leadership Strategy. 01
 - g. Core Competency. 01
- Q-2 Attempt all questions (14)**
- Explain Strategic Management Process with suitable examples
- OR**
- Q-2 Attempt all questions (14)**
- a. Explain I/O Model of above average return. 7
 - b. Analyze industry of your choice in the light of Porter's Five Forces Model. 7
- Q-3 Attempt all questions (14)**
- Explain PESTLI analysis with suitable example.
- OR**
- Q-3 Explain Five Business Level Strategies with suitable examples. (14)**



SECTION – II

- Q-4 Attempt the Following questions (07)**
- a. Define Business Level Strategy. 01
 - b. Define M & A. 01
 - c. What is Structure? 01
 - d. Define Horizontal Integration. 01
 - e. Define Takeover. 01
 - f. Define Strategic Control. 01
 - g. Define CSR. 01
- Q-5 Attempt all questions (14)**
- a. Write a note on Diversification Strategy. 07
 - b. Explain SWOT analysis. 07
- OR (14)**
- Q-5 a. Define and explain different types of Strategic Alliances. 07**
- b. Explain relationship between Strategy and Structure. 07**
- Q-6 Attempt all questions (14)**
- a. Explain Functional and Multidivisional Structure. 07
 - b. Write a note on Corporate Governance. 07
- OR (14)**
- Q-6 Attempt all Questions**
- a. Explain role of Top Management in implementing strategy. 07
 - b. Explain Balanced Score Card. 07

