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

## C.U.SHAH UNIVERSITY Summer Examination-2017

Subject Name :	: Strategic	Management
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Subject Code : 5MS	03SMT1	Branch: MBA	
Semester : 3	Date : 21/03/2017	Time : 10:30 To 01:30	Marks : 70

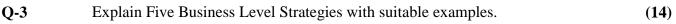
## **Instructions:**

- (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.

## SECTION – I

Q-1 Define the following terms:

**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 (14) **Attempt all questions 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 Attempt all questions Q-3 (14)Explain PESTLI analysis with suitable example. OR





(07)

		<b>SECTION – II</b>	
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)
Υv	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

