Enrollment No: _____ Exam Seat No:_____

C.U.SHAH UNIVERSITY

Summer Examination-2018

Subject Name : Strategic Management -II

Subject Code : 4CO06SMA1 **Branch:**B.Com (English)

Semester : 6 **Date : 04/05/2018** **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.

Q-1 **Attempt the following questions:** **(14)**

a)	How many steps in process of Strategic formulation?	(1)
b)	Give one objective of corporate leval strategy.	(1)
c)	Give one Limitation of corporate strategies.	(1)
d)	Give Full form of TQM.	(1)
e)	Give Full form of LBO.	(1)
f)	Give example of related diversification.	(1)
g)	Write one reason for Acquisition.	(1)
h)	Give one Advantages of diversification.	(1)
i)	Write one objectives of Business Strategy.	(1)
j)	How many types of Business Strategy.	(1)
k)	Give one objectives of Functional Strategy.	(1)
l)	Write one objectives of change management.	(1)
m)	Write one disadvantages of functional strategy.	(1)
n)	How many types of Diversification Strategies.	(1)

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

Q-2 **Attempt all questions** **(14)**

(A)	State the significance of Acquisition.	**(7)**
(B)	Explain the characteristics of culture.	**(7)**

Q-3		**Attempt all questions**	**(14)**
	(A)	Explain the objectives of change management.	**(7)**
	(B)	Explain the Diagnosing change need.	**(7)**
Q-4		**Attempt all questions**	**(14)**
	(A)	Explain the Focus Strategy.	**(7)**
	(B)	Explain the significance of Business Strategy.	**(7)**
Q-5		**Attempt all questions**	**(14)**
	(A)	State the objectives of Business Strategy.	**(7)**
	(B)	Explain the external fectors affecting selection of International Strategy.	**(7)**
Q-6	**(A)**	Explain the objectives of Functional Strategy.	**(7)**
	(B)	Describe the types of Diversification.	**(7)**
Q-7		**Attempt all questions**	**(14)**
	(A)	Explain the objectives of corporate level strategy.	**(7)**
	(B)	Explain the advantages of Diversification Strategies.	**(7)**
Q-8			
		Explain the Principles of Total Quality Management.	