E	nrollm	ent No:		Exam Seat No:		
			C.U.SHAH	UNIVERSITY		
			Winter Exa	mination-2018		
S	ubject	Name :	Strategic Management			
S	Subject Code: 5MS03SMT1			Branch: MBA		
S	emeste	er:3	Date: 27/11/2018	Time: 02:30 To 05:30	Marks: 70	
T,	nstruct	ions•				
<u> 11</u>	(1)	Use of P	_	any other electronic instrument is	prohibited.	
	<ul><li>(2) Instructions written on main answer book are strictly to be obeyed.</li><li>(3) Draw neat diagrams and figures (if necessary) at right places.</li></ul>					
_	(4)	Assume	suitable data if needed.			
			SEC	ΓΙΟN – I		
Q-1		(07)				
	a. b.		n statement. Il Environment.		01 01	
			sational Value.		01	
		Strateg			01	
	e.	TQM.			01	
	f.	_	sational Culture titive dynamics		01 01	
	g.	Compe	ntive dynamics		VI	
Q-2		_	ot all questions		(14)	
		Differen	ntiate between tangible and in	ntangible resources in detail.		
				OR		
Q-2			1100		(14)	
		Explain	different segments of genera	l environment external to firm.		
Q-3					(14)	



OR

Explain I/O Model of above return in detail.

Explain Corporate level strategy & discuss its purpose.

Q-3

**(14)** 

## SECTION – II

Q-4	Define the following:  a. Strategic Group.  b. Merger.  c. Vertical acquisition.  d. Restructuring.  e. Organisational Controls.  f. Core Competency.  g. Balance Score card	(07) 01 01 01 01 01
Q-5	Explain the relation between strategy & Structure in detail.	(14)
Q-5	OR  Explain uses of three version of M form structure.	(14)
Q-6	Explain in detail SWOT analysis in detail.	(14)
Q-6	OR  Write a Detailed note on "Corporate Social Responsibility.	(14)

