

Enrollment No: _____

Exam Seat No: _____

C.U.SHAH UNIVERSITY

Summer Examination-2019

Subject Name : Strategic Management

Subject Code : 4MS06SMT1

Branch: BBA

Semester : 6

Date : 16/04/2019

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.
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Q-1	Attempt the following questions:	(14)
	a) Give a Full Form : SWOT	01
	b) What do you mean by stakeholders	01
	c) Define Strategy	01
	d) Give a Full Form : PEST	01
	e) Define Mission	01
	f) What do you mean by Merger	01
	g) Give a Full Form : KSF	01
	h) Explain the concept : Diversification	01
	i) Give a Full Form : Driving Force	01
	j) What do you mean by Acquisition	01
	k) Explain the concept : Strategic Control	01
	l) Define Ethics	01
	m) What do you mean by Competitive Advantage	01
	n) Explain the concept : Balance Scorecard	01

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

Q-2	Attempt all questions	(14)
	a) Discuss I/O Model	07
	b) Explain Porter's Five Force Model	07
Q-3	Attempt all questions	(14)
	a) Discuss Resource based model of Above Average Return.	07
	b) Write a Note on : Value Chain	07
Q-4	Attempt all questions	(14)
	a) Write a note on : Core Competencies	07
	b) Discuss Strategic Group Mapping in detail	07



Q-5	Attempt all questions	(14)
	a) How business can match structure and strategy?	07
	b) Write a note on : Strategic Leadership	07
Q-6	Attempt all questions	(14)
	a) Define Culture & Explain what is strong and weak culture	07
	b) Write a note on : Organization Culture	07
Q-7	Attempt all questions	(14)
	a) Write a Note on : International Business Strategies	07
	b) Discuss the concept Corporate Social Responsibilities in detail	07
Q-8	Attempt all questions	(14)
	a) Write a Note on : Management of Change	07
	b) Discuss Corporate Governance in Detail	07

