

# C.U.SHAH UNIVERSITY

## Winter Examination-2019

Subject Name : Strategic Management

Subject Code : 5MS03SMT1

Branch: MBA

Semester : 3

Date : 13/11/2019

Time : 02:30 To 05:30

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 Attempt the Following questions (07)**
- a. Define Strategy 01
  - b. Explain the concept : Average Return 01
  - c. What do you mean by Resource? 01
  - d. Full Form : SWOT 01
  - e. Explain the concept : Organization Culture 01
  - f. I/O stands for : \_\_\_\_\_ 01
  - g. Explain the concept : Profit Pool 01
- Q-2 Attempt all questions (14)**
- (a) Discuss I/O model of above average return 07
  - (b) Discuss the Resource-based model of above average return 07
- OR**
- Q-2 Attempt all questions (14)**
- (a) Draw the five force competition model 07
  - (b) Write a note on : Segmentation 07
- Q-3 Discuss the Classification of Stake Holder (14)**
- OR**
- Q-3 Attempt all questions**
- (a) Write a note on : Outsourcing 07
  - (b) Discuss the four criteria of sustainable competitive advantage 07



## SECTION – II

<b>Q-4</b>	<b>Explain the following concepts</b>	<b>(07)</b>
	a. Strategic Group	01
	b. Acquisition	01
	c. Intangible Resource	01
	d. Outsourcing	01
	e. Mergers	01
	f. Competitors Intelligence	01
	g. Amalgamation	01

<b>Q-5</b>	Discuss the Strategic Management Process in detail	<b>(14)</b>
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**OR**

<b>Q-5</b>	<b>Attempt all questions</b>	
	(a) Discuss the types of Resource	07
	(b) Write a note : Barriers to Entry	07
<b>Q-6</b>	<b>Attempt all questions</b>	<b>(14)</b>
	(a) Discuss the component of external environment analysis	07
	(b) Write a Note : Classification of Stakeholders	07

**OR**

<b>Q-6</b>	<b>Attempt all Questions</b>	
	(a) Discuss the challenges of the Internal Organization	07
	(b) Discuss the value chain analysis model	07

