

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER-IV • EXAMINATION – SUMMER 2016

Subject Code: 4140502**Date: 11-05-2016****Subject Name: Strategic Management****Time: 10:30 AM TO 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define the concept of strategic management. Briefly discuss the process of Strategic Management. **07**
 (b) Write a detail note on: Value Chain Analyses. **07**
- Q.2** (a) Write a detail note on Five Forces Model with industry you aware of. **07**
 (b) Define Business-Level Strategy. Explain different types of Business-Level Strategies with examples. **07**
- OR**
- (b) Define vision and mission. Define the characteristics of a good vision and mission statement with suitable example. **07**
- Q.3** (a) What is Functional Strategy? What are the functional strategies to be undertaken in order to implement the strategy? **07**
 (b) Write a detail note on: Strategic Formulation. **07**
- OR**
- Q.3** (a) Describe the concept of corporate strategy in detail. **07**
 (b) Explain different types of environment. How it affects to company? Give suitable example of any Indian company of your choice? **07**
- Q.4** (a) What do you mean by diversification? Explain various levels of diversification. **07**
 (b) Short Notes on: Organization structure. **07**
- OR**
- Q.4** (a) Explain different types of corporate culture being practiced in the firm with Example. **07**
 (b) What is Merger & Acquisition? Explain advantages & limitations of the same. **07**
- Q.5** (a) Short Notes on: External factor Analysis. **07**
 (b) Explain below term (Any Two) **07**
 1) Objective
 2) Goal
 3) Policy
- OR**
- Q.5** (a) Short notes on: Internal factor Analysis. **07**
 (b) Short notes on: Ethics and corporate responsibility. **07**
