Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER– IV EXAMINATION – WINTER 2015

Subject Code: 4140502 **Date: 08/12/2015**

Subject Name: Strategic Management (SM)

Time: 02.30 PM TO 05.30 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 Strategic Management. Discuss the components of Strategic Management	**07**
	(b)	What do you mean by mission statement? Discuss the characteristics of mission Statement.	**07**
Q.2	**(a)**	Explain in detail the value chain analysis of a firm.	**07**
	(b)	What do you mean by Environmental Scanning? How it is useful for the firm?	**07**
		OR	
	(b)	What are the internal factors which comprises of strength or weakness for firm**?**	**07**
Q.3	**(a)**	Discuss the different types of functional strategy used by the firm.	**07**
	(b)	Explain the concept of Business Strategy.	**07**
		OR	
Q.3	**(a)**	Discuss the steps of strategic formulation.	**07**
	(b)	Write a note on Strategic factor analysis summary.	**07**
Q.4	**(a)**	How an organization is useful for strategic implementation?	**07**
	(b)	Discuss the impact of culture on strategy.	**07**
		OR	
Q.4	**(a)**	What do you mean by merger & acquisition? Discuss the important issues in merger?	**07**
	(b)	Discuss Michael Porters five forces analysis model with suitable example.	**07**
Q.5	**(a)**	Discuss the SWOT analysis of ICICI Bank	**07**
	(b)	Discuss the generic business strategy given by Michael Porter.	**07**
		OR	
Q.5	**(a)**	Explain External Factor Analysis Summary.	**07**
	(b)	Write a note on: 1. Integration Strategy. 2. Diversification Strategy.	**07**

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