

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

ME - SEMESTER– II(New course) • EXAMINATION (Remedial) – WINTER- 2015

Subject Code: 2721407

Date: 14/12/2015

Subject Name: Strategic Management

Time: 2:30 pm to 5:00 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) Explain the balance score card approach to measure performance of a company. 7
(b) Explain porter's five generic strategies. 7
- Q.2 (a) Define Strategic Management. Enlist and briefly explain levels of strategic management. 7
(b) What is a vision? List features of vision. 3
Can there be strategy without mission statement? Explain. 4
- OR**
- (b) How internet economy impacted strategies? 7
- Q.3 (a) Differentiate between BCG and GE's 9 cell matrix. 7
(b) Explain generic building blocks of competitive advantage. 7
- OR**
- Q.3 (a) Explain types of strategic alliances. 7
(b) What is national competitive advantage? 7
- Q.4 (a) Explain 7 functional strategies in brief. 7
(b) Write a short note on: Environmental Threat and Opportunity Profile (ETOP). 7
- OR**
- Q.4 (a) Explain strategic change process. 7
(b) Discuss in brief four types of strategic control techniques. 7
- Q.5 (a) Describe various levels of change, during implementation phase. 7
(b) Explain MICRO level environmental factors. 7
- OR**
- Q.5 (a) What is corporate social responsibility? Explain its 3 approaches. 7
(a) Define Conflict. Explain various stages of the conflict. 7