Seat No.:	Enrolment No.
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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

MBA (TM) – SEMESTER – VIII • EXAMINATION – SUMMER 2016

Subject Code: 4280101			Date: 04/05/2016	
Ti	me: 1 truction 1.	t Name: Strategic Management (SM)  10:30 am - 01:30 pm  Total Marks:  ons:  Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	70	
Q.1	(a)	"SWOT Analysis is equally vital for Owners, Directors and Managers". Explain in detail giving an example of a company or your choice.	07	
	<b>(b)</b>	What are the four criteria used to determine which of a firm's capabilities are 'core competencies'? Explain with the help of a Table.	07	
Q.2	(a)	What is corporate governance? What factors account for the considerable amount of attention corporate governance receives from several parties including shareholders and academic scholars? Why is governance necessary to control managers' decisions?	07	
	<b>(b)</b>	Define Vision, Mission and Purpose, and discuss their importance in Strategic Management Process.	07	
	<b>(b)</b>	<b>OR</b> Briefly discuss the reasons firms go for acquisitions and problems faced in achieving it.	07	
Q.3	(a) (b)	Discuss the Porter's Five Force model for an Industry of your choice.  Explain the concept of value chain in detail with suitable examples.  OR	07 07	
Q.3	(a) (b)	Explain Business Level Strategies in brief.  Define in brief various strategies namely Diversification, Strategic Alliance, Joint Ventures, Mergers and Acquisitions.	07 07	
Q.4	(a) (b)	Discuss Balance Scorecard.  Explain strategic control and operational control with their differences.  OR	07 07	
Q.4	(a) (b)	Discuss the I/O Model with relevant examples.  Discuss the Resource based model with relevant examples.	07 07	
Q.5	(a) (b)	Discuss organizational structure and organizational controls.  What is organizational culture? What must strategic leaders do to develop and sustain an effective organizational culture?  OR		
Q.5	(a)	What is strategic leadership? In what ways are top executives considered important resources for an organization?	07	
	<b>(b)</b>	"Ethics are the foundation stone of building an organization". Explain citing an example of successful national or multi-national organizations like TATAs, Siemens, L and T etc.	07	

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