Seat No.:	Enrolment No.

Subject Code: 4380201

GUJARAT TECHNOLOGICAL UNIVERSITY MBA (PM) – SEMESTER –8 • EXAMINATION – SUMMER - 2016

Date: 23/05/2016

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. (a) Explain Strategic Management Process with a diagram. **Q.1** 07 **(b)** What are the factors considered as internal environment of an organization? 07 **Q.2** Define Diversification and give examples of Corporates with diversified **07** products. **(b)** Why do Corporates go for Global market as an option? State the reasons. 07 (b) State the reasons of Corporates entering into Mergers and Acquisition with **07** other companies. 0.3 Which is the Generic Business strategies suggested for any business? Explain 14 with examples. OR Which are the International strategies which can be adopted by Business for 14 0.3 (a) Global Outreach? Which are the different levels of Diversification? Explain with examples. 07 **Q.4** (a) Explain the reasons of failures of Acquisitions? **07 (b)** Explain the importance of Organizational Structure in Strategy Implementation. 0.4 (a) 14 Write a short note on "Value Chain Analysis" and its importance. 0.5 14 (a) What are Generic Competencies and Core Competencies? **Q.5** 07 **(b)** Which are the external factors affecting Business Environment? 07
