

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (INTEGRATED) - SEMESTER- 04 • EXAMINATION – SUMMER 2017

Subject Code: 4140502

Date: 26/05/2017

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) What is Strategic Management? Explain the Strategic Management Process. **07**

(b) Explain the term Vision. Describe the Characteristics of accurately framed vision statement. **07**

Q.2 (a) Explain Value Chain Analysis of any industry of your choice. **07**

(b) Explain PEST analysis as a method of External Environment Analysis. **07**

OR

(b) Explain the Five Forces Analysis given by Porter. **07**

Q.3 (a) Write a note on Diversification as a Corporate Strategy. **07**

(b) Explain Cost Leadership as a business level strategy with appropriate example. **07**

OR

Q.3 (a) Write a note on Differentiation as a business level strategy. **07**

(b) What do you mean by Functional Strategy? Justify its importance in Strategic Management Process. **07**

Q.4 (a) Write a note on Merger & Acquisition as a consolidation strategy. **07**

(b) “Good Strategy + Good Strategy implementation = Good Strategic Management”
Explain this statement. **07**

OR

Q.4 (a) What do you mean by Corporate Culture? What is importance of culture in Strategic Management? **07**

(b) Explain the steps in Strategy Formulation. **07**

- Q.5** (a) (i) Explain Matrix Organisation Structure. **03**
(ii) Write a brief note on Internal Factor Analysis Summary (IFAS) **04**
- (b) (i) Explain any three Characteristics of Mission Statement. **03**
(ii) Explain any 2 Corporate level strategy. **04**

OR

- Q.5** (a) (i) Explain functional Organization Structure. **03**
(ii) Why value chain of rival companies differs? **04**
- (b) (i) Define these three terms – Objectives, Goals and Competitive advantage **03**
(ii) Explain horizontal & Vertical Integration as corporate strategy. **04**
