

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

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

**Subject Code: 4140502**  
**Subject Name: Strategic Management**  
**Time: 10.30 AM TO 01.30 PM**

**Date: 26/05/2017**

**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

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