Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM - SEMESTER–IV • EXAMINATION – SUMMER • 2014

Subject Code: 4140502 **Date: 19-06-2014**

Subject Name: Strategic Management

Time: 10:30 am - 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)**	Describe the strategic management process. What mechanism would you suggest so that the right strategic plan is formulated?	**07**
	(b)	Can there be a strategy without a mission? Give a mission statement for the following organization's: a) Telecommunication service provider b) Multispecialty large private hospital c) An airline	**07**
Q.2	**(a)**	Explain about the different types of Environment the firm faces.	**07**
	(b)	What do you understand by the concept of strategy?	**07**
		OR	
	(b)	What are the different criteria used to determine the corporate strengths and weakness?	**07**
Q.3	**(a)**	How can a value chain analysis be used to identify corporate strengths and weakness?	**07**
	(b)	Explain the Porter's Five force model.	**07**
		OR	
Q.3	**(a)**	Explain the meaning of Internal Factors Analysis Summary?	**07**
	(b)	Explain the following terms: Vision, Mission, Objectives and Goals.	**07**
Q.4	**(a)**	Is it possible to simultaneously follow cost leadership and differentiation strategy for a business unit? Give reasons for your answer.	**07**
	(b)	Explain the different types of Corporate Strategy.	**07**
		OR	
Q.4	**(a)**	Explain the different stages of Corporate Development.	**07**
	(b)	Discuss the merits and demerits of Network Structure.	**07**
Q.5	**(a)**	What do you mean by Diversification strategy? Explain with example.	**07**
	(b)	How can a company make use of its structure and culture in internal corporate analysis?	**07**
		OR	
Q.5	**(a)**	Differentiate between horizontal and vertical growth strategy. How do these differ from concentric diversification?	**07**
	(b)	What do you mean by Mergers and Acquisitions strategy? Explain with example.	**07**

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