## GUJARAT TECHNOLOGICAL UNIVERSITY MAM- SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 4140502	Date: 07-05-2015
Subject Name: STRATEGIC MANAGEMENT Time: 10:30 am - 01:30 pm Instructions:	Total Marks: 70
<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>	
Q1 (a) What do you mean by Strategic Management? Explain the dif	ference between Vision & Mission
also state the vision and mission statement of any company.	07
(b) Explain the strategic management process in detail	07
Q2 (a) What do you mean by Value Chain? Explain the value chain pr	ocess in detail 07
(b) Explain strategic group mapping with chart.	07
OR	
(b) What components are required for external environment analy	vsis?
Q3 (a) Explain Porters five force model in the context of any serv	rice sector company like HDFC or
Adani.	14
OR	
Q3 (a) What is corporate culture? What are the advantage and disadva	ntage of corporate culture? 07
(b) What do you mean by competitive advantage? Explain four	criteria for sustainable competitive
advantage	07
Q4 (a) Explain the five business level strategy with examples.	07
(b) What do you mean by acquisition? Explain the reasons for acq	uisition. 07
OR	
Q4 (a) What do you mean by diversification? Brief the Reasons for di	versification.07
(b) Difference between Merger, Acquisition and Take over with e	xamples.07
<b>Q5</b> SWOT analysis of any automobile company in context of INDIA.	14
OR	
Q5 What is Strategic Intent? Write the strategic Intent of any company	you like. 14