

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) – SEMESTER – 4 EXAMINATIONS – WINTER - 2016**

**Subject Code: 4140502****Date: 18/11/ 2016****Subject Name: Strategic Management****Time: 02:30 pm to 05:30 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 Model of Strategic Management Process. **07**  
(b) Explain the Value Chain Concept and design Generic Value chain of any Industry. **07**
- Q.2** (a) Explain the Concept of Corporate level Strategy. Describe Retrenchment strategies of Corporate level **07**  
(b) Write a note on External Factors Analysis Summary. **07**
- OR**
- (b) Write a note on Internal Factors Analysis Summary. **07**
- Q.3** (a) What is Vision Statement? Explain the characteristics of an effectively worded Vision Statement. **07**  
(b) Explain the Balance Scorecard approach of Objective Setting. **07**
- OR**
- Q.3** (a) Define Mission Statement. Discuss the differences between Vision and Mission statement. **07**  
(b) What is Objectives? Explain the Importance of Objectives. **07**
- Q.4** (a) Write a note on Merger and Acquisition as Corporate level strategy. **07**  
(b) Describe Cost Leadership as strategy of Business level. **07**
- OR**
- Q.4** (a) Write a note on Joint Venture. **07**  
(b) Describe Differentiation as strategy of Business level **07**
- Q.5** (a) Define Functional Strategy. Explain the needs of Functional Strategies. **07**  
(b) Explain what is Organizational Structure? Describe the relationship between Strategy and Organizational Structure. **07**
- OR**
- Q.5** (a) Explain how Organizational culture can impact the strategic management. **07**  
(b) What is Diversification? Why a firm should diversify? **07**

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