

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER-IV • EXAMINATION-WINTER • 2014

Subject Code: 4140502**Date: 26/11/2014****Subject Name: STRATEGIC MANAGEMENT****Time: 10:30am TO 01:30pm****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) Define strategic management. Briefly discuss the process of Strategic Management. **07**
- (b) Define vision and mission. Giving examples define the characteristics of a good vision and mission statement. **07**
- Q.2** (a) Explain the concept of Five Forces Model of Industry in detail. **07**
- (b) Define Business-Level Strategy. Explain different types of Business-Level Strategies with examples. **07**
- OR**
- (b) Write a Short Note on: Value Chain Analyses. **07**
- Q.3** (a) What is Functional Strategy? What are the functional strategies to be undertaken in order to implement the strategy? **07**
- (b) Write a note on: Strategic Implementation. **07**
- OR**
- Q.3** (a) What do mean by sustainable competitive advantages? What are the criteria of sustainable competitive advantage? **07**
- (b) Explain PEST Analysis with reference to any Indian Company of your choice. **07**
- Q.4** (a) What do you mean by diversification? Explain various levels of diversification. **07**
- (b) Explain below term (Any Two) **07**
- 1) Objective
 - 2) Goal
 - 3) Policy
- OR**
- Q.4** (a) Explain different types of corporate culture being practiced in the firm with Example. **07**
- (b) What is Merger & Acquisition? Explain advantages & limitations of the same. **07**
- Q.5** (a) Short Notes on: External factor Analysis. **07**
- (b) Short Notes on: Internal factor Analysis. **07**
- OR**
- Q.5** (a) Short notes on: Corporate governance. **07**
- (b) Short notes on: Ethics and corporate responsibility. **07**
