Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–III • EXAMINATION – SUMMER 2013

Subject Code: 2830001 **Date: 28-05-2013**

Subject Name: Strategic Management

Time: 14:30 pm – 17:30 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)**	Carry out the SWOT analysis for any industry OR company of your choice.	**07**
Q:1	**(b)**	Distinguish between Vision and Mission.	**07**
Q:2	**(a)**	Related Diversification v/s Unrelated Diversification.	**07**
Q:2	**(b)**	Explain the concept of value chain by taking an industry OR company of your choice.	**07**
		OR	
Q:2	**(b)**	Explain the styles of managing strategic change.	**07**
Q:3	**(a)**	Discuss in brief strategies namely Mergers, Acquisition and joint venture by citing real life examples.	**07**
Q:3	**(b)**	Discuss the concept of Balanced Scorecard.	**07**
		OR	
Q:3	**(a)**	Discuss the concept of corporate social responsibility by giving examples of TATA, Reliance, L&T, ITC or any company of your choice.	**07**
Q:3	**(b)**	Discuss the four criteria of sustainable competitive Advantage.	**07**
Q:4	**(a)**	Explain Porter's Five Force Model by taking an industry or a company of your choice.	**07**
Q:4	**(b)**	Operational control v/s Strategic control.	**07**
		OR	
Q:4	**(a)**	Define organizational culture. Discuss corporate culture by selecting a company of your choice (e.g. Louis V. Gerstner-IBM).	**07**
Q:4	**(b)**	Discuss any two organizational structures of your choice.	**07**
Q:5	**(a)**	Name and describe the alternative modes for entering international markets.	**07**
Q:5	**(b)**	Discuss corporate governance internal mechanisms.	**07**
		OR	
Q:5	**(a)**	Make a comparative analysis of three generic strategies (Cost leadership, Differentiation and Focus) in terms of risks involved in pursuing them. Give real life examples to support your answers.	**14**

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