

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2015

Subject Code: 830001**Date: 19-05-2015****Subject Name: Strategic Management (SM)****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) As a Management Consultant, you are asked to prepare a strategic frame for success of an organization. Explain the sequential steps of strategic Management **07**
- (b) “Where you are is not important.....but where you want to reach is more important” Explain the statement in the context with Vision and Mission statement as they are the road map of success **07**
- Q.2** (a) Corporate Social Responsibility has become an integral part of Corporate Strategy – Explain How? **07**
- (b) Explain the I/O Model in detail **07**
- OR**
- (b) “The impact of five competitive forces can not be and should not be ignored if one wants to influence the environment to the firm’s favor” – Discuss **07**
- Q.3** (a) Law profit and loss of competitive advantages are some of the causes for failure of companies “.What can be the reasons for failure of companies? **07**
- (b) Explain VRIO frame work of analysis to evaluate firm’s key resources. **07**
- OR**
- Q.3** (a) Elaborate the mind set of strategist behind adopting Expansion Strategy and Divestment Strategy. **07**
- (b) What consists of corporate value chain analysis? **07**
- Q.4** (a) How would you prepare TOWS matrix? Explain with suitable example. **07**
- (b) Strategic Alliance is not a fashion but need of a current business scenario- Discuss How and Why? **07**
- OR**
- (a) Explain generic business level strategy in short **07**
- (b) Discuss the merits and demerits of Focus strategy **07**
- Q. 5** (a) Why do corporate opt for takeover? **07**
- (b) Write brief notes on Balance Score Card and limitations of BCG matrix **07**
- OR**
- (a) “Strategic Control is positive hence it should be effective” – Explain with the features of effective control system **07**
- (b) “Ethics are respected in corporate but not implemented heartily” – why ? **07**
