

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

# GUJARAT TECHNOLOGICAL UNIVERSITY

M.E Sem-II Remedial Examination December 2010

**Subject code:721407**

**Subject Name: Strategic Management**

**Date: 23 /12 /2010**

**Time: 02.30 pm – 05.00 pm**

**Total Marks: 60**

## Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Define the term management and discuss the functions of manager. **06**  
(b) Differentiate between strategic and operational decisions. **06**
- Q.2** (a) Explain the various alternative strategies for any corporate manager. **06**  
(b) Describe the concept of tactical decisions of any manager. **06**
- OR**
- (b) Explain the importance of policies in an organization. **06**
- Q.3** (a) Define the concept of strategic management. What are its elements? **06**  
(b) Explain the best alternative strategy for any mobile manufacturer. **06**
- OR**
- Q.3** (a) What is strategy and explain the strategic management process. **06**  
(b) Explain corporate decision and its importance. **06**
- Q.4** (a) Write a note on Micheal Porter five forces. **06**  
(b) Explain the importance of SWOT analysis. **06**
- OR**
- Q.4** (a) Write a short note on GE Matrix and explain its limitations. **06**  
(b) Explain the term “core competence” and how managers react to competition. **06**
- Q.5** (a) Write a note on PESTEL and its importance. **06**  
(b) What is a joint sector and what area the government policies, which help towards its growth. **06**
- OR**
- Q.5** (a) Explain how environmental and societal factors affect or hinder the growth of an organization. **06**  
(b) Explain few corporate laws which govern the organization. **06**

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