| Seat No.: | Enrolment No |
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GUJARAT TECHNOLOGICAL UNIVERSITY

ME - SEMESTER-II • EXAMINATION – SUMMER - 2017

| Subject Code: 2721407 Date: 31/0 Subject Name: Strategic Management | | | 5/2017 | |
|--|------------|---|----------|--|
| Tiı | • | 2:30 PM-5:00PM Total Marks: 70 | | |
| | 1. 2. | Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks. | | |
| Q.1 | (a) (b) | Explain fundamental principles of corporate governance and trends of the same. How to avoid failure and sustain competitive advantage? | 07 07 | |
| Q.2 | (a) (b) | Write a short note on balanced score card. Explain factors causing political behavior by employees. OR | 07 07 | |
| | (b) | What are the advantages and disadvantages of Globalization? | 07 | |
| Q.3 | (a) (b) | Explain generic strategic options. Why an organization should enter into a strategic alliance. OR | 07 07 | |
| Q.3 | (a) (b) | Which factors affects the span of control? Explain 3 types of strategic change and stages in change process. | 07 07 | |
| Q.4 | (a) (b) | Which are the strategies to be avoided? Explain. Discuss SWOT analysis of Defense manufacturing industry in India. OR | 07 07 | |
| Q.4 | (a) (b) | Discuss SWOT analysis of Mobile manufacturing industry in India. Explain the statement, "value for money". | 07 07 | |
| Q.5 | (a) (b) | Elaborate various internet business models. Which are the strategic issues that are encountered during managing technology and innovation? Explain. | 07 07 | |
| Q.5 | (a) | OR Which are the sources of conflicts in an organization? How the conflicts are resolved? | 07 | |
| | (b) | | 07 | |
