Seat No.:	Enrolment No
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## GUJARAT TECHNOLOGICAL UNIVERSITY

Subject code: 1721407

M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2013

Date: 07-06-2013

Tir	ne: 1	t Name: Strategic Management 10.30 am – 01.00 pm  Total Marks: 70  etions:  1. Attempt all questions.  2. Make suitable assumptions wherever necessary.  3. Figures to the right indicate full marks.	
Q.1	<ul><li>(a)</li><li>(b)</li></ul>	Compare and contrast between strategic management and operation management.  Define strategic management. Enlist and explain critical tasks of strategic management.	07 07
Q.2	<b>(b)</b>	What is meant by business policy. Enlist and explain features of business policy.  Explain importance of corporate decision making.  OR  Write a detailed note on short term corporate planning.	07 07 07
Q.3	(a)	Discuss characteristics of mission statement.  What is meant by strategic evaluation. Describe the process of strategic evaluation.	07 07
Q.3	(a) (b)	Explain related diversification and unrelated diversification with suitable examples.  Explain the term joint sector. Discuss merits and demerits.	07 07
Q.4	(a) (b)	Discuss the parameters of SWOT analysis. Enlist various types of competitive strategies. Discuss any two competitive strategies.	07 07
Q.4	(a) (b)	OR  Discuss various methods to carry out a competitive study of other companies.  Perform SWOT analysis for any one leading car manufacturing company in India.	07 07
Q.5	(a) (b)	Discuss PESTEL and state its importance. Explain alternate strategies. Prepare alternative strategic management structure for single business firm and multiple business firm.  OR	07 07
Q.5	(a) (b)	What is the GE matrix? Discuss its strategic implications. Enlist and explain the various levels of strategies.	07 07

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