Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2014

Subject code: 1721407 **Date: 25-06-2014**

Subject Name: Strategic Management

Time: 02:30 pm - 05:00 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)**	Enlist and briefly explains various levels of strategy.	**07**
	(b)	Explain (i) Mission (ii) Vision (iii) Objectives (iv) Goal	**07**
Q.2	**(a)**	Discuss in detail the Strategic Management Process.	**07**
	(b)	Define strategic management. Explain the importance of strategic management for an organization.	**07**
		OR	
	(b)	What is strategy formulation? Illustrate and explain the process of strategic management.	**07**
Q.3	**(a)**	Discuss in detail the Micheal Porters Five Forces analysis.	**07**
	(b)	What is Core Competence and how managers react with respect to competition.	**07**
		OR	
Q.3	**(a)**	Explain the political and societal factors of PESTEL.	**07**
	(b)	Explain globalization. Discusses advantages and disadvantages of globalization.	**07**
Q.4	**(a)**	Explain growth strategies, stability strategies, retrenchment strategies, combination strategies.	**07**
	(b)	Discuss BCG matrix and GE nine cell matrix.	**07**
		OR	
Q.4	**(a)**	Discuss strategic alliance and its importance.	**07**
	(b)	Discuss in detail the distinctive competitiveness.	**07**
Q.5	**(a)**	Discuss Strategic issues for Non Profit organizations	**07**
	(b)	Discuss potential drawbacks/ limitations of SWOT analysis.	**07**
		OR	
Q.5	**(a)**	Discuss best practices for improving Research and Development.	**07**
	(b)	Write short notes on SWOT analysis of any ceramic industry in India.	**07**

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