

GUJARAT TECHNOLOGICAL UNIVERSITY
ME - SEMESTER-II EXAMINATION – SUMMER 2015

Subject Code: 2721407**Date: 03/06/2015****Subject Name: Strategic Management****Time: 02:30 PM to 05:00 PM****Total Marks: 70****Instructions:**

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

- Q.1 (a)** Define Strategic Management. Enlist and briefly explain levels of strategic management. **07**
- (b)** Draw a neat sketch and explain porter's five diamonds (forces) of strategy. **07**
- Q.2 (a)** Explain the BCG matrix for portfolio analysis. **07**
- (b)** Define (i) Mission (ii) Vision. Differentiate between: Objectives and Goals of an organization. **07**
- OR**
- (b)** Explain PESTEL analysis in detail. **07**
- Q.3 (a)** Enlist and explain any seven functional strategies in brief. **07**
- (b)** Explain porter's generic strategies (competitive business strategies) in detail. **07**
- OR**
- Q.3 (a)** Define strategic alliance and its types. Also explain success factors of strategic alliance. **07**
- (b)** What is core competence and how managers should react with respect to competition? **07**
- Q.4 (a)** Write a short note on SWOT analysis. **07**
- (b)** Explain GE's 9 cell matrix in detail. **07**
- OR**
- Q.4 (a)** Differentiate between strategic implementation and strategic evaluation system. **07**
- (b)** Which are the levels of strategic control systems? **07**
- Q.5 (a)** Discuss strategic issues for Not-For-Profit organization. **07**
- (b)** Discuss internet business models. **07**
- OR**
- Q.5 (a)** Explain conflict resolution strategies. **07**
- (b)** Explain competitive advantage in detail. **07**
