Seat No.:	Enrolment No.

## GUJARAT TECHNOLOGICAL UNIVERSITY M. E. - SEMESTER - II • EXAMINATION - WINTER • 2014

		M. E SEMESTER - II · EXAMINATION - WINTER · 2014	
Subject code: 1721407		code: 1721407 Date: 08-12-2014	
Sul	bject	Name: Strategic Management	
Tiı	me: 02	2:30 pm - 05:00 pm Total Marks: 70	
Ins	struc	tions:	
	1. 2.	Attempt all questions.  Make suitable assumptions wherever necessary.  Figures to the right indicate full marks.	
Q.1	(a) (b)	Define strategic management. Discuss critical tasks of strategic management. What is meant by business policy? Enlist and explain features of business policy.	07 07
Q.2	(a)	Explain importance of mission and vision statement. Discuss various characteristics of vision statement.	07
	<b>(b)</b>	Explain strategic management process.  OR	07
	(b)	Enlist and explain various types of strategy.	07
Q.3	(a) (b)	Define stakeholders. Enlist and explain categories of stakeholders.  What is external environment? Enlist and explain macro environmental factors.  OR	07 07
Q.3	(a) (b)	Enlist and explain micro environmental factors.  Explain strategic groups. Enlist guidelines to develop strategic group maps.	07 07
Q.4	(a)	Explain core competence. How an organization should prepare strategy for competence.	07
(b	(b)	State purposes of SWOT analysis. List out parameters of SWOT analysis.  OR	07
Q.4	(a) (b)	Perform SWOT analysis for any one food and beverages industry in INDIA. Discuss Micheal Porte's five forces analysis.	07 07
Q.5	(a) (b)	Explain strategic alliance. Discuss reasons for forming strategic alliances. Explain GE nine cell model.	07 07
		OR	
Q.5	(a)	What is meant by JOINT SECTOR. Discuss various strategic alliance sucess factors.	07
	<b>(b)</b>	Strategy implementation is fundamentally different from strategy formulation. Justify the statement.	07

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