GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (PM) – SEMESTER – 08 - EXAMINATION – SUMMER - 2017

Subject Code: 4380201 Date: 11/05/2017 Subject Name: Strategic Management			5/2017	
		0.30 am to 01.30 pm Total Marks:	70	
Inst	truction			
	1. 2. 3.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	What are the various issues involved in strategic decision-making. Explain the various Characteristics of mission statements.	07 07	
Q.2	(a) (b)	Which are the eight sectors of the business environment? Explain the Porter's generic value chain with one industry example. OR	07 07	
	(b)	What are the various strategic alternatives? Explain with suitable example.	07	
Q.3	(a) (b)	Explain with example - Porter's diamond for competitive advantage Which are the issues involved in mergers and acquisitions. OR	07 07	
Q.3	(a) (b)	What are retrenchment strategies? Explain with suitable example. Explain the various International entry modes of pharmacy company.	07 07	
Q.4	(a) (b)	Explain strategic choice process. What are barriers to strategy implementation and overcoming them. OR	07 07	
Q.4	(a) (b)	Explain the pyramid of strategy activation in detail. Why is structural implementation needed?	07 07	
Q.5	(a)	Explain the role of board of directors and strategic management in Indian context.	07	
	(b)	Explain the four Ps of operational implementation. OR	07	
Q.5	(a) (b)	List down the Participants in strategic evaluation. Explain the four types of strategic controls	07 07	
