

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM- SEMESTER-IV • EXAMINATION – SUMMER • 2015

Subject Code: 4140502

Date: 07-05-2015

Subject Name: STRATEGIC MANAGEMENT

Time: 10:30 am - 01:30 pm

Total Marks: 70

Instructions:

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

Q1 (a) What do you mean by Strategic Management? Explain the difference between Vision & Mission, also state the vision and mission statement of any company. **07**

(b) Explain the strategic management process in detail **07**

Q2 (a) What do you mean by Value Chain? Explain the value chain process in detail **07**

(b) Explain strategic group mapping with chart. **07**

OR

(b) What components are required for external environment analysis?

Q3 (a) Explain Porters five force model in the context of any service sector company like HDFC or Adani. **14**

OR

Q3 (a) What is corporate culture? What are the advantage and disadvantage of corporate culture? **07**

(b) What do you mean by competitive advantage? Explain four criteria for sustainable competitive advantage **07**

Q4 (a) Explain the five business level strategy with examples. **07**

(b) What do you mean by acquisition? Explain the reasons for acquisition. **07**

OR

Q4 (a) What do you mean by diversification? Brief the Reasons for diversification. **07**

(b) Difference between Merger, Acquisition and Take over with examples. **07**

Q5 SWOT analysis of any automobile company in context of INDIA. **14**

OR

Q5 What is Strategic Intent? Write the strategic Intent of any company you like. **14**