

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER- 4 • EXAMINATION – WINTER - 2018

Subject Code: 4140502

Date: 5/12/2018

Subject Name: Strategic Management

Time: 02:30 pm – 5:30 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) Define Strategic Management. Explain with diagram process of Strategic Management. **07**
(b) Explain in detail the Five Force Model of Industry. **07**
- Q.2** (a) Explain in detail Diversification Strategy with example. **07**
(b) Define Vision and Mission. Describe the characteristics of good Vision and Mission statement. **07**
- OR**
- (b) Explain with diagram Value Chain Analysis in detail. **07**
- Q.3** (a) What is Merger and Acquisition? Discuss the Pros and Cons of the same. **07**
(b) Explain in 2 Functional Level Strategy of Business. **07**
- OR**
- Q.3** (a) Distinguish between Merger and Acquisition.. **07**
(b) Explain any 2 Business Level Strategies in detail. **07**
- Q.4** (a) What is External Factor Analysis Matrix? Explain in detail with example. **07**
(b) Discuss and explain Integration Strategy in detail with example. **07**
- OR**
- Q.4** (a) What is Internal Factor Analysis Matrix? Explain in detail with example **07**
(b) Discuss and explain in detail Strategy Implementation. **07**
- Q.5** (a) What is corporate culture? What are the advantage and disadvantage of corporate culture? **07**
(b) Explain SWOT Analysis with the example of any one FMCG Company **07**
- OR**
- Q.5** (a) What is Organizational Structure? Discuss the Divisional and Matrix structure. **07**
(b) Write a note on corporate culture. Also explain how it affects different strategies of the company. **07**
