Seat No.: _____                                    Enrolment No._____

# GUJARAT TECHNOLOGICAL UNIVERSITY
## MBA (INTEGRATED) - SEMESTER– 04 • EXAMINATION – SUMMER 2017

**Subject Code: 4140502**                                    **Date: 26/05/2017**
**Subject Name: Strategic Management**
**Time: 10.30 AM TO 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.**

| | | | |
|---|---|---|---|
| **Q.1** | **(a)** | What is Strategic Management? Explain the Strategic Management Process. | **07** |
| | **(b)** | Explain the term Vision. Describe the Characteristics of accurately framed vision statement. | **07** |
| **Q.2** | **(a)** | Explain Value Chain Analysis of any industry of your choice. | **07** |
| | **(b)** | Explain PEST analysis as a method of External Environment Analysis. | **07** |

**OR**

| | | | |
|---|---|---|---|
| | **(b)** | Explain the Five Forces Analysis given by Porter. | **07** |
| **Q.3** | **(a)** | Write a note on Diversification as a Corporate Strategy. | **07** |
| | **(b)** | Explain Cost Leadership as a business level strategy with appropriate example. | **07** |

**OR**

| | | | |
|---|---|---|---|
| **Q.3** | **(a)** | Write a note on Differentiation as a business level strategy. | **07** |
| | **(b)** | What do you mean by Functional Strategy? Justify its importance in Strategic Management Process. | **07** |
| **Q.4** | **(a)** | Write a note on Merger & Acquisition as a consolidation strategy. | **07** |
| | **(b)** | "Good Strategy + Good Strategy implementation = Good Strategic Management" Explain this statement. | **07** |

**OR**

| | | | |
|---|---|---|---|
| **Q.4** | **(a)** | What do you mean by Corporate Culture? What is importance of culture in Strategic Management? | **07** |
| | **(b)** | Explain the steps in Strategy Formulation. | **07** |

**Q.5** **(a)** (i) Explain Matrix Organisation Structure. **03**

(ii) Write a brief note on Internal Factor Analysis Summary (IFAS) **04**

**(b)** (i) Explain any three Characteristics of Mission Statement. **03**

(ii) Explain any 2 Corporate level strategy. **04**

**OR**

**Q.5** **(a)** (i) Explain functional Organization Structure. **03**

(ii) Why value chain of rival companies differs? **04**

**(b)** (i) Define these three terms – Objectives, Goals and Competitive advantage **03**

(ii) Explain horizontal & Vertical Integration as corporate strategy. **04**

**\*\*\*\*\*\*\*\*\*\*\*\***