

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BVOC- SEMESTER- IV EXAMINATION – SUMMER 2023

Subject Code:1142204

Date:01-06-2023

Subject Name: Strategic Management

Time:10:30 AM TO 12:30 PM

Total Marks:50

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

- Q.1** (a) Define strategic management and explain its importance. **05**
(b) Differentiate between business policy and strategic management. **05**
- Q.2** (a) Who are stake holders of business? And explain role of stakeholder in decision making. **05**
(b) Write a note on strategy intent. **05**
- OR**
- (b) Explain SWOT analysis of any business. **05**
- Q.3** (a) How five force model help in strategic decision of a business? Explain. **05**
(b) Define resource and elements of resource. **05**
- OR**
- Q.3** (a) A note on value chain analysis, with suitable example. **05**
(b) Define corporate level strategy and explain stability strategy in detail. **05**
- Q.4** (a) Write a note on merger and acquisition. **05**
(b) What is diversification strategy? And explain its types. **05**
- OR**
- Q.4** (a) Explain cost leadership and cost focus strategy in detail. **05**
(b) Explain vertical and horizontal integration with example. **05**
- Q.5** (a) Discuss BCG matrix. **05**
(b) Define corporate social responsibility. How it contributes towards welfare of society? With suitable example. **05**
- OR**
- Q.5** (a) How balance scorecard helps business to make strategic decisions? **05**
(b) Define corporate governance and explain its pillars. **05**
