

GUJARAT TECHNOLOGICAL UNIVERSITY**B.VOC - SEMESTER- IV EXAMINATION – SUMMER 2024****Subject Code: 1142204****Date:22-05-2024****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.

	Marks
Q.1 (a) Define Strategy Management and explain its important.	05
(b) Explain difference between Business Policy and Strategic Management.	05
Q.2 (a) Define stakeholders and also elaborate their relation with Business.	05
(b) Define any two with suitable examples	05
a) Vision	
b) Mission	
c) Goals	
OR	
(b) Write in detail how Porter's helps in identifying and analysing 5 competitive forces that shape every industry.	05
Q.3 (a) Define resources and also describe the 4 key features which helps in achieving core competency.	05
(b) A note on value chain with suitable example.	05
OR	
Q.3 (a) Explain Cost Leadership Business level strategy.	05
(b) Discuss concept of strategic alliances.	05
Q.4 (a) Define Corporate restructuring and elaborate any one type of restructuring.	05
(b) A note on Growth share matrix by Boston Consulting Group.	05
OR	
Q.4 (a) What is corporate social responsibility and describe pyramid of CSR?	05
(b) What is the function of Balance Score Card in Business?	05
Q.5 (a) What is Corporate Governance and its principles?	05
(b) Explain PEST Analysis with suitable example.	05
OR	
Q.5 (a) Define Capabilities, Core competency and Competitive advantage.	05
(b) Write a note on types of Mergers.	05
