Enrolment No./Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Vocation - SEMESTER - IV EXAMINATION - SUMMER 2025

Subject Code: 1142204   **Date: 17-05-2025**

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. Use of simple calculators and non-programmable scientific calculators are permitted.

Who are stakeholders and discuss the classification of stakeholders.

Q.1 (a)	Define Strategy and strategic management. Also explain difference between strategy and tactics.	**05**
(b)	How strategic Intent helps in accomplish organization's goal, explain.	**05**
Q.2 (a)	Who are stakeholders and discuss the classification of stakeholders.	**05**
(b)	Differentiate between Business Policy & Strategic Management.	**05**

OR

(b)	How PEST analysis helps Business to assess its external environment, explain with examples.	**05**
Q.3 (a)	Porter's Five Forces Framework is a method of analyzing the competitive environment of a business – write in support of this statement.	**05**
(b)	How company use SWOT analysis as internal assessment tool, explain.	**05**

OR

(a)	Write a note on Value Chain Analysis.	**05**
(b)	Write in brief, various elements of strategic capability in organizations: resources, competences, core competences and capabilities.	**05**
Q.4 (a)	Discuss any one Corporate Level Strategy with examples	**05**
(b)	Define Merger and explain its advantages.	**05**

OR

(a)	Write a note on Strategic Alliance. Also give one example.	**05**
(b)	What is a Cost Leadership Strategy, and which companies use it? What are the benefits?	**05**
Q.5 (a)	What is BCG and how company use it to make decisions?	**05**
(b)	Explain the pillars of Corporate Governance	**05**

OR

(a)	How does CSR help both businesses and the community ?	**05**
(b)	Discuss how Balance scorecard helps to measure the performance over four key perspective which helps organization to achieve its objectives.	**05**

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