

GUJARAT TECHNOLOGICAL UNIVERSITY

B.VOC - SEMESTER-IV EXAMINATION – WINTER 2025

Subject Code:1142204

Date:19-11-2025

Subject Name: Strategic Management

Time:02:30 PM TO 04:30 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 the term strategy with its importance in organizational management. **5**
(b) Discuss Porter's Five Forces model and its significance in industry analysis. **5**

- Q.2 (a)** Write a note on: Stakeholders. **5**
(b) Present a difference between Business Policy and Strategic Management. **5**

OR

- (b)** Explore the concept of resources, capabilities, and competencies in internal analysis. **5**

- Q.3 (a)** Define business-level strategy and its importance in strategic management. **5**
(b) Explain the concept of merger and acquisition and its significance in strategic management. **5**

OR

- Q.3 (a)** Describe the concept of joint ventures and their importance in strategic management. **5**
(b) How do corporate-level strategies define the scope and direction of an organization's overall business portfolio? Elucidate. **5**

- Q.4 (a)** Explain the BCG Matrix and its significance in strategic management. **5**
(b) Discuss the concept of Corporate Social Responsibility (CSR) and its importance in strategy implementation. **5**

OR

- Q.4 (a)** How does the Balanced Scorecard framework help organizations translate strategic objectives into tangible performance measures? Make Clear. **5**
(b) Elaborate the role of corporate governance in enhancing shareholder value and protecting stakeholders' interests. **5**

- Q.5 (a)** Explicate the concept of strategy intent with business examples. **5**
(b) What are the four components of PEST analysis, and how does it help organizations assess its external factors? Clarify. **5**

OR

- Q.5 (a)** Define the concept of restructuring in organizational management. **5**
(b) Discuss the SWOT analysis framework and its role in strategic planning. **5**
