

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PM) – SEMESTER – 08 - EXAMINATION – SUMMER - 2017**

**Subject Code: 4380201****Date: 11/05/2017****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.

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|------------|--|-----------|
| <b>Q.1</b> | (a) What are the various issues involved in strategic decision-making.                 | <b>07</b> |
|            | (b) Explain the various Characteristics of mission statements.                         | <b>07</b> |
| <b>Q.2</b> | (a) Which are the eight sectors of the business environment?                           | <b>07</b> |
|            | (b) Explain the Porter's generic value chain with one industry example.                | <b>07</b> |
| <b>OR</b>  |  |           |
|            | (b) What are the various strategic alternatives? Explain with suitable example.        | <b>07</b> |
| <b>Q.3</b> | (a) Explain with example - Porter's diamond for competitive advantage                  | <b>07</b> |
|            | (b) Which are the issues involved in mergers and acquisitions.                         | <b>07</b> |
| <b>OR</b>  |  |           |
| <b>Q.3</b> | (a) What are retrenchment strategies? Explain with suitable example.                   | <b>07</b> |
|            | (b) Explain the various International entry modes of pharmacy company.                 | <b>07</b> |
| <b>Q.4</b> | (a) Explain strategic choice process.  | <b>07</b> |
|            | (b) What are barriers to strategy implementation and overcoming them.                  | <b>07</b> |
| <b>OR</b>  |  |           |
| <b>Q.4</b> | (a) Explain the pyramid of strategy activation in detail.                              | <b>07</b> |
|            | (b) Why is structural implementation needed?   | <b>07</b> |
| <b>Q.5</b> | (a) Explain the role of board of directors and strategic management in Indian context. | <b>07</b> |
|            | (b) Explain the four Ps of operational implementation.                                 | <b>07</b> |
| <b>OR</b>  |  |           |
| <b>Q.5</b> | (a) List down the Participants in strategic evaluation.                                | <b>07</b> |
|            | (b) Explain the four types of strategic controls                                       | <b>07</b> |

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