

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E Sem-II Examination July 2010

Subject code: 721407

Subject Name: Strategic Management

Date: 09 / 07 /2010

Time: 11.00am – 1.30pm

Total Marks: 60

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Explain the concept of Strategic Management and its importance in the corporate world. **06**
(b) Discuss in detail the Strategic Management Process. **06**
- Q.2** (a) Explain the role of the Manager with respect to their functions. **06**
(b) Explain the elements of Strategic Management **06**
- OR**
- (b) Explain the differences between Strategic Management and Operations Management. **06**
- Q.3** (a) Explain the importance of Corporate laws in the organization, and how do they affect the growth of the industry. **06**
(b) Discuss the concept of Joint Sector and how the govt. policies hinder their growth. **06**
- OR**
- Q.3** (a) Explain in the detail how the Societal and legal factors of PESTEL model hinder development of the industry.(with suitable examples.) **06**
(b) Write short notes on SWOT analysis of any mobile manufacturer in India. **06**
- Q.4** (a) Discuss in detail the Micheal Porters Five Force analysis. **06**
(b) Write a short note on SWOT analysis of any car manufacturer in India. **06**
- OR**
- Q.4** (a) Explain the concept of GE matrix and what are its limitations. **06**
(b) What is Core Competence and how managers react with respect to competition. **06**
- Q.5** (a) Discuss in detail the various alternative strategies available for the managers to face competition against rivals. **06**
(b) Explain in detail the Environmental factors of PESTEL . **06**
- OR**
- Q.5** (a) Define Strategic Management and discuss the elements of Strategic Management. **06**
(b) Write a short note on Corporate Decision Making. **06**
