

GUJARAT TECHNOLOGICAL UNIVERSITY**Subject code: 1721407****Subject Name: Strategic Management****Date: 01/07/2011****Time: 10:30 am – 01:00 pm****Total Marks: 70****Instructions:**

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

- Q.1** (a) What is the importance of strategic management? Explain with suitable corporate example. **07**
- (b) How strategic management is different than operations management? **07**

- Q.2** (a) Show the model of “industry competition” suggested by Micheal Porter and discuss the same in detail. **07**
- (b) Discuss the various methods to do competitive study of other companies. **07**

OR

- (b) What do we mean by “core competence”? how an organization should prepare strategy for competition. **07**

- Q.3** (a) Explain the importance of policies in an organization. **07**
- (b) Why corporate laws are developed? How do they affect the growth of the industry? **07**

OR

- Q.3** (a) What do we mean by joint sector? Comment on existing government policies with respect to PPP mode engineering colleges. **07**
- (b) Write a note on corporate decision making. **07**

- Q.4** (a) What do we mean by alternate strategy? Suggest the alternate strategies for branded mobile manufacturing company to survive in the market against the Chinese product. **07**
- (b) Discuss the PESTEL and state its importance. **07**

OR

- Q.4** (a) Explain the environment factors of PESTEL in detail. **07**
- (b) Explain the importance of SWOT analysis. **07**

- Q.5** (a) Write a note on SWOT analysis for automobile industry. **07**
- (b) List out the different level of strategies. Explain functional level strategy in detail with suitable example. **07**

OR

- Q.5** (a) Explain the political and societal factors of PESTEL. **07**
- (b) Discuss the importance of subjective and objective evaluation of strategy. **07**
