

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

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

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

**M. E. - SEMESTER – II • EXAMINATION – SUMMER • 2013**

**Subject code: 1721407**

**Date: 07-06-2013**

**Subject Name: Strategic Management**

**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)** Compare and contrast between strategic management and operation management. **07**
- (b)** Define strategic management. Enlist and explain critical tasks of strategic management. **07**
- Q.2 (a)** What is meant by business policy. Enlist and explain features of business policy. **07**
- (b)** Explain importance of corporate decision making. **07**
- OR**
- (b)** Write a detailed note on short term corporate planning. **07**
- Q.3 (a)** Discuss characteristics of mission statement. **07**
- (b)** What is meant by strategic evaluation. Describe the process of strategic evaluation. **07**
- OR**
- Q.3 (a)** Explain related diversification and unrelated diversification with suitable examples. **07**
- (b)** Explain the term joint sector. Discuss merits and demerits. **07**
- Q.4 (a)** Discuss the parameters of SWOT analysis. **07**
- (b)** Enlist various types of competitive strategies. Discuss any two competitive strategies. **07**
- OR**
- Q.4 (a)** Discuss various methods to carry out a competitive study of other companies. **07**
- (b)** Perform SWOT analysis for any one leading car manufacturing company in India. **07**
- Q.5 (a)** Discuss PESTEL and state its importance. **07**
- (b)** Explain alternate strategies. Prepare alternative strategic management structure for single business firm and multiple business firm. **07**
- OR**
- Q.5 (a)** What is the GE matrix? Discuss its strategic implications. **07**
- (b)** Enlist and explain the various levels of strategies. **07**

\*\*\*\*\*