

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

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

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (AM) SEMESTER- 4 • EXAMINATION – WINTER - 2018**

**Subject Code: 4140502**

**Date: 5/12/2018**

**Subject Name: Strategic Management**

**Time: 02:30 pm – 5:30 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) Define Strategic Management. Explain with diagram process of Strategic Management. **07**  
(b) Explain in detail the Five Force Model of Industry. **07**
- Q.2** (a) Explain in detail Diversification Strategy with example. **07**  
(b) Define Vision and Mission. Describe the characteristics of good Vision and Mission statement. **07**
- OR**
- (b) Explain with diagram Value Chain Analysis in detail. **07**
- Q.3** (a) What is Merger and Acquisition? Discuss the Pros and Cons of the same. **07**  
(b) Explain in 2 Functional Level Strategy of Business. **07**
- OR**
- Q.3** (a) Distinguish between Merger and Acquisition.. **07**  
(b) Explain any 2 Business Level Strategies in detail. **07**
- Q.4** (a) What is External Factor Analysis Matrix? Explain in detail with example. **07**  
(b) Discuss and explain Integration Strategy in detail with example. **07**
- OR**
- Q.4** (a) What is Internal Factor Analysis Matrix? Explain in detail with example **07**  
(b) Discuss and explain in detail Strategy Implementation. **07**
- Q.5** (a) What is corporate culture? What are the advantage and disadvantage of corporate culture? **07**  
(b) Explain SWOT Analysis with the example of any one FMCG Company **07**
- OR**
- Q.5** (a) What is Organizational Structure? Discuss the Divisional and Matrix structure. **07**  
(b) Write a note on corporate culture. Also explain how it affects different strategies of the company. **07**

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