

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2020 Examination**

Semester: 6  
 Subject Code: (06101354)  
 Subject Name: (Strategic Management)

Date: (03 /03/2020)  
 Time: (2hr)  
 Total Marks: 40

**Instructions**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

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|---|---|
| <b>Q.1 Do as Directed.</b>  |   |
| <b>A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark)</b>  | <b>(03)</b>   |
| 1. One of the following statement is not true about the Strategic Management  |   |
| a) It is an event oriented  | c) Strategy, Formulation required environmental scanning & SWOT Analysis. |
| b) It is unique to a company  | d) Strategy presuppose competitive situation                              |
| 2 One of the following situations makes strategy formulation inevitable   |   |
| a) Monopoly   | c) Duopoly  |
| b) Oligopoly  | d) Competition  |
| 3 One of the following is not the acronym of the environmental factor   |   |
| a) SWOT   | c) PESTEL   |
| b) ETOP   | d) ESOP   |
| <b>B). Define the following. (Each of 1 mark)</b>   | <b>(03)</b>   |
| 1. Strategy   |   |
| 2. Cross-Sectional Analysis   |   |
| 3. Strategy Fit   |   |
| <b>C). Direct questions.(Each of 1 mark)</b>  | <b>(03)</b>   |
| 1. Write full form ETOP   |   |
| 2. List three level of Strategy   |   |
| 3. What do you mean by lead and lag effect?   |   |
| <b>Q.2 Answer the following questions.</b>  |   |
| <b>A).</b> Explain the meaning and process of strategic management.   | <b>(06)</b>   |
| <b>B).</b> Distinguish between the Mission Statement and Vision Statement.  | <b>(06)</b>   |
| <b>Q.3 Answer the following questions.</b>  |   |
| <b>A).</b> Explain the Concept of SWOT Analysis with help of Company Illustration   | <b>(06)</b>   |
| <b>B).</b> Explain the Approaches to environmental Scanning   | <b>(06)</b>   |
| <b>Attempt any two questions.(Each of 7.5 mark)</b>   |   |
| <b>Q.4</b> 1. What are Michael Porter's views in relation to Threat of New Entrants & Threat of Substitute Product? Explain the two concepts. | <b>(07)</b>   |

2. Each level of strategy has their own importance in the light of same give few examples of the strategies taken at each level.

3. Explain in detail PESTEL Analysis?