

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Summer 2022-23 Examination**

**Semester: 06**  
**Subject Code: 06101354**  
**Subject Name: Strategic Management**

**Date: 21/03/2023**  
**Time: 10.30am to 1.00pm**  
**Total Marks: 60**

**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.

**Q.1 Do as Directed.**

- A). Multiple choice type questions/Fill in the blanks. (Each of 1 mark) **(05)**
1. Strategic fit does not relate to one of the following
 

a) Shared use of the common brand name	c) Risk reduction through project portfolio diversification
b) Market area division with the competing firm	d) Adjustment of resources in the functional operations.
  2. One of the following presentation is not associated with the development of the concept of SWOT
 

a) Michael Porter	c) Learned Christensen
b) Urick & Orr	d) Albert Humphrey, Andrews and Gruth
  3. One of the following is a basic consideration in value-buying decision
 

a) Aesthetic value	c) Use value
b) Esteem Value	d) Hidden Value
  4. The incorporating the market growth and the market share represented in a 2\*2 matrix form devised by .....
 

a) Boston Consultancy Group	c) Standard and Poor's
b) Mckinsey & Co.	d) Cooper Water House
  5. One of the following is not an advantage area of the strategy formulation
 

a) Economies of scale	c) Economies of scope
b) Finance economies	d) Material economy

**B). Define the following. (Each of 1 mark) **(05)****

1. Define Mission
2. Full form SWOT
3. Define cost plus activity
4. Cost leadership strategy
5. Define Diversification

**C). Direct questions. (Each of 1 mark) **(05)****

1. list any three forms of strategic fits
2. Explain any two Approaches to the environmental scanning
3. Which are the functional capabilities have resulted into the business success? (Any three)
4. List down 5 generic strategies.
5. Explain any two advantages of concentric diversification.

**Q.2 Answer the following questions.**

- A). Define Strategic Management & brief discuss the process of strategic management. **(07)**
- B). What is PESTEL analysis? Briefly explain the elements PESTEL analysis. **(08)**

**Q.3 Answer the following questions.**

- A). Critically evaluate the BCG Model. **(07)**
- B). Briefly discuss the inter-relationship between the strategy formulation & strategy implementation. **(08)**

1. The CEO believes the company was attractive because of its previous low price strategy but has also noticed unprecedented awareness from customers on the company's social responsibilities. The CEO approaches you to discuss the selection of supplier, which supplier is better for company's strategic development. Provide an explanation to the CEO with reference to the potential costs and benefits of working with both a cheap supplier and an environmentally sustainable one.

**Strategic Development:**

Strategy development can be described as the process of researching and ascertaining the strategic options, and choosing the one which is most promising as well as making decisions on how the resources will be shared across the organization in order to realize the set goals and objectives.

2. Why do we require a Ansoff matrix model to develop Marketing Strategy? Elaborate the statement.
3. Describe Porter's Five force analysis and its value chain in business.
4. Define Strategic Alliance & explain the stages of Strategic Alliance Formation.