

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Winter 2018 - 19 Examination

Semester: 3
Subject Code: 06200202
Subject Name: Strategic Management

Date: 25/10/2018
Time: 02:00 pm to 04:30 pm
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.****(05)**

1. Which of the following statement is TRUE about a Vision statement of a company?

a) It concentrates on future	c) It identify critical processes
b) It defines the customers	d) It informs about the desired level of performance
2. During which stage of strategic management, firm's specific internal strengths and weaknesses are determined?

a) formulation	c) evaluation
b) implementation	d) feedback
3. Local, state, and national elections, world oil, currency, and labor markets, number of patents, special tariffs are the examples of which one of the following?

a) Economic forces	c) Political, governmental, and legal forces
b) Social, cultural and, demographic forces	d) Competitive forces
4. Which of the following is not one of the five generic types of competitive strategy?

a) A low-cost provider strategy	c) A focused low-cost provider strategy
b) A broad differentiation strategy	d) A market share dominator strategy
5. A company achieves competitive advantage whenever

a) It is the acknowledged market share leader	c) It has greater financial resources than its rivals
b) It is the industry's acknowledged technology leader	d) It has some type of edge over rivals in attracting customers and coping with competitive forces

B) Define the following.**(05)**

1. Multi domestic strategy
2. Cost leadership strategy
3. Divestment strategy
4. Vertical Merger
5. Corporate Ethics

C) Direct questions.**(05)**

1. What is critical success factors?
2. What is a business model?
3. Which are Factors to be considered for environment scanning?
4. State any three issues in strategy implementation.
5. What is a stability strategy?

Q.2 Answer the following questions.**A) What is strategic alliance? Which are possible reasons for forming strategic alliance?****(07)****B) Explain Organisational capability factors in detail along with suitable examples.****(08)****Q.3 Answer the following questions.****A) Describe the relationship between strategic leadership and organizational culture. How are they affecting the management of the company?****(07)****B) Explain basic types of strategic controls along with suitable examples. Draw a chart of the evaluation process for operational control.****(08)**

Q.4 Attempt any two questions.

(15)

1. Which individuals and groups participate in the process of evaluation, what difficulties do they face, and how do they overcome them?
2. How can strategist perform the tasks mentioned?
 - a. Assess of the impact of corporate culture
 - b. Create strategy-supportive culture
3. Analyse these trends and extrapolate their implications for strategy formulation within companies:
 - a. growing size of the middle class in India
 - b. rising population of aged people
 - c. spread of the internet culture
4. Based on the idea of business definition of a company of your choice, identify the business strategies that company could adopt.