

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2018 - 19 Examination

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

Date: 03/05/2019
Time: 02:00pm To 04:30pm
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.****(05)**

1. Which of the following can be considered one of the factors of external opportunities and threats of an organization?

a) Production/ operations	c) Competitive trends
b) Research & development	d) Management information system
2. Internal analysis involves gathering and analyzing the information about all areas of a firm EXPECT:

a) Research and development	c) Marketing
b) Management information system	d) Competitors
3. In which of the following phase of strategic management, annual objectives are especially important?

a) Formulation	c) Implementation
b) Evaluation	d) Management
4. Which of the following is best identified as a statement that presents “a firm's big picture statement, describing a desired end-state, general in scope, and not restrictive”?

a) Corporate philosophy statement	c) Vision statement
b) Company creed	d) Mission statement
5. Effective mission statements don't have one of the following features:

a) Generate range of feasible strategic alternatives	c) What does the firm want to become
b) Reconcile interests among diverse stakeholders	d) Provide criteria for selecting strategies

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

1. Business Model
2. Grand strategy
3. Strategic control
4. CSR
5. Environmental appraisal

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

1. What is key performance indicator?
2. What is SAP?
3. What are types of Organizational Structure?
4. What is Special Alert Control?
5. What is PEST analysis?

Q.2 Answer the following questions.**A).Describe various dynamics of internal environment in detail.****(07)****B).What is diversification? Explain various reasons for diversification.****(08)****Q.3 Answer the following questions.****A).Explain nature and issues of strategy implementation.****(07)****B).What is an International business strategy? Identify international opportunities, Explore resources and capabilities.****(08)**

Q.4 Attempt any two questions. **(Each of 7.5 mark)**

(15)

1. Apply Porter's Five forces model for a company as per your choice.
2. What is an acquisition? Why should firms acquire?
3. How any company can establish Balanced Organizational Controls? Explain in detail.
4. What is corporate governance mechanism? How can you relate it with ethical behavior?