

**PARUL UNIVERSITY**  
**FACULTY OF SOCIAL WORK**  
**MSW-HRM, Summer 2018-19 Examination**

**Semester: 4**  
**Subject Code: 10202254**  
**Subject Name: Strategic Management**

**Date: 22/04/2019**  
**Time: 10:30 am to 1:00 pm**  
**Total Marks: 60**

**Instructions:**

1. Attempt all questions from each section.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

**Q.1A) Multiple choice Questions: (Each of one marks) (10)**

1. Which of these is not a reason why some firms do not go for strategic planning?  
 (a) Laziness (b) Competitive leadership  
 (c) Honest difference of opinion (d) Poor reward structures
2. Operational Decisions are taken frequently.  
 (a) True (b) False
3. The word strategy is derived from the Greek word "stratēgos"  
 (a) True (b) False
4. Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all \_\_\_\_\_ activities.  
 (a) strategy-formulation (b) strategy-implementation  
 (c) long-range planning (d) short-range planning
5. The means by which long-term objectives will be achieved is,  
 (a) mission statements (b) strategies  
 (c) Vision statements. (d) Long-term goals.
6. All of these, except \_\_\_\_\_, are part of Porter's competitive forces in industry analysis.  
 Strategic Management  
 (a) potential entry of new competitors (b) bargaining power of suppliers  
 (c) development of substitute products (d) bargaining power of union
7. Personal values refers to a conception of what an individual or group regards as Desirable.  
 (a) True (b) False
8. Strategic management is mainly the responsibility of \_\_\_\_\_  
 (a) Lower management (b) Middle management  
 (c) Top management (d) All of the above
9. Systems are formal and informal rules and regulations that complement the company

- \_\_\_\_\_
- (a) strategy (b) structure  
 (c) system (d) environment

10. Mergers and acquisitions are the same  
 (a) True (b) False

**Q.1B) Which business level strategy would you prefer? Why? (05)****Q.2A) Answer in one sentence. (Each of One marks) (10)**

1. What is strategy?
2. Explain Power.
3. What is Strategic Management?
4. What is outsourcing?
5. Give the full form of "VRIO"
6. What is strategic selection?
7. Explain Strategic Human Resource Planning
8. What are operational Decisions?
9. What do you mean by mission.
10. What do you mean by merger?

- Q.2B)** Define the following terms. **(05)**  
1.Acquisitions  
2. Strategic Leader
- Q.3A)** What is Porter’s five forces model? Explain in detail with a diagram. **(10)**
- OR**
- Q.3A)** According to you what is value chain analysis? Give explanation in detail. **(10)**
- Q.3B)** Is outsourcing necessary? Explain. **(05)**  
How can we be sure that linking strategy with strategic performance will lead to better
- Q.4A)** performance of the organization? Justify your views on it. **(10)**
- Q.4B)** Do you think that an organization have organizational capability factors? Explain. **(05)**
- OR**
- Q.4B)** Your organization is on the verge of making various strategic changes. Which corporate strategy would you go for? Explain **(05)**