

PARUL UNIVERSITY
FACULTY OF SOCIAL WORK
MSW-HRM, Summer 2017-18 Examination

Semester: 4**Subject Code: 10202254****Subject Name: Strategic Management****Date: 24/05/2018****Time: 10:30am to 1:00pm****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) State True or False (Each of one marks) (10)

1. A business model can be defined as “a representation of a firm’s underlying core logic and strategic choices for creating and capturing value within a value network.
2. Operational Decisions are taken frequently.
3. The word strategy is derived from the Greek word “stratēgos”.
4. Corporate politics is the carrying out of activities not prescribed by policies for the purpose of influencing the distribution of advantages within the organization.
5. Strategic Management originated in the 1940s by Alfred D Chandler.
6. A strategy can be connected to the strategic positioning of a firm, making trade-offs, between its different activities and creating a fit among these activities.
7. Strategic management gives a narrower perspective to the employees of an organization.
8. Divestment strategies are also known as cutback strategies.
9. A strategy is all about integrating organizational activities and utilizing and allocating the scarce resources within the organizational environment.
10. Personal values refer to a conception of what an individual or group regards as desirable.

Q.1B) Discuss the dynamics of internal environment. (05)**Q.2A) Answer in one sentence. (Each of One marks) (10)**

1. What is Joint venture?
2. Explain strategy implementation.
3. What is Strategic Management?
4. Explain Administrative decisions.
5. Give the full form of “VRIO”
6. What is strategy?
7. What is a corporate strategy?
8. What is merger?
9. Explain one feature of strategic decisions.
10. Explain Strategic Human Resource Planning.

Q.2B) Explain the following terms. (05)

1. Strategic Leader
2. Resource-based view (RBV)

Q.3A) Write a note on any two Business level strategies. (10)

OR

- Q.3A)** Explain Porter's five forces model in detail (10)
- Q.3B)** Explain the process of Strategic Choice. (05)
- Q.4A)** Your organization is on the verge of making various strategic changes. Which corporate strategy would you go for? Explain. (10)
- Q.4B)** What do you mean by strategic evaluation? (05)

OR

- Q.4B)** Do you think an organization should go for outsourcing? Explain your reasons (05)