

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2018 - 19 Examination

Semester: 6
Subject Code: 06101354
Subject Name: Strategic Management

Date: 16/04/2019
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/Fill in the blanks. (Each of 1 mark)****(05)**

1. Marketing planning at a firm occurs at what levels?
 - a) Corporate.
 - b) Division.
 - c) Business unit.
 - d) All of the above.
2. Which of the following is not an element of Porter's 5 Forces Model?
 - a) The firm's macroeconomic environment.
 - b) The potential competition from new
 - c) The bargaining power of suppliers.
 - d) The firm's existing competition.
3. Organizational resources can be classified into three broad categories. What are these categories?
 - a) Tangible, intangible and organizational capability
 - b) Buildings, machines and people
 - c) Land, labour and capital
 - d)None of the above
4. What does Question Mark (?) symbolize in BCG matrix?
 - a) Remain Diversified
 - b) Stable
 - c) Invest
 - d) Liquidate
- 5 According to Porter's Competitive Forces Model, each of the following is a threat EXCEPT:
 - a) Threat of substitute products or
 - b) Threat of new entrants.
 - c) Bargaining power of suppliers.
 - d) New technology infrastructures developments.

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

- 1.Strategic Management
- 2.Core Competencies
- 3.Horizontal Diversification
- 4.Strategic Fit
- 5.Environmental scanning

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

1. Full Form of SWOT, PESTEL
- 2.Examples of Backward integration
- 3.Examples of Resources
- 4.Examples of Mission
- 5.Draw the Level of strategy

Q.2 Answer the following questions.

- A).What do mean by Strategic Management also discuss the importance of strategic management. (07)
- B).Discuss the Techniques of Environmental Scanning. (08)

Q.3 Answer the following questions.

- A).Explain the 5-force model in detail. (07)
- B).What do you mean by integration, explain the types of integration (08)

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

(15)

1. "BCG Matrix is helpful in analyzing the situation of the companies." Do you agree to the same also mention the decision taken in all the stages of the matrix
2. Porter's Generic Model helps with the structural analysis of the environment. How does this model work?
3. 'The intensity of competition depends on several factors.' Identify these factors and discuss briefly
4. Difference between vision and mission quoting the examples from the industry