

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA., Summer 2017-18 Examination

Semester: 6**Subject Code: 06101354****Subject Name: Strategic Management****Date: 18-05-2018****Time: 10:30AM to 01:00PM****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. A clear mission statement acts as an invisible hand that guides people in the firm. It is a statement of

a) value	b) financial goals
c) fact	d) purpose
2. A SWOT analysis consists of all the following elements except

a) Strengths	b) Weaknesses
c) Organisations	d) Threats
3. Profitability stemming from how well a firm position itself in the market is a key feature of which writer's view on strategy?

a) Peter Drucker	b) Jay Barney
c) Michael Porter	d) follow up
4. Vertical integration forwards is when a firm merger's or acquires another

a) Towards the source of supply	b) Towards the consumer
c) At the same stage of the supply	d) In another industry
5. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit

a) Economic	b) Competitive
c) Political	d) Multinational

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

1. Strategic Fit
2. Cost leadership
3. Environment
4. Horizontal
5. Vision

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

1. Give Example of few resource for the company
2. List Down Techniques of Environmental Scanning
3. Explain Competitive Advantage
4. Give the acronym for PESTEL
5. Give any example of mission statement

Q.2 Answer the following questions.**A).Explain the Process of strategic Management****(07)****B).Discuss Five Force Model****(08)****Q.3 Answer the following questions.****A).Explain Value chain with suitable diagram****(07)****B).What do understand by integration, Discuss forward and backward Integration****(08)**

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

(15)

1. Give Five forces for Apple Inc.
2. 'The intensity of competition depends on several factors.' Identify these factors and discuss briefly on them.
3. Rick Bursleson, CEO of Fenway Enterprises, is considering a merger with Empire Inc., which is led by CEO Mickey Rivers. The merger of their two firms will enable the creation of a very large diversified conglomerate, with businesses ranging from office supplies to sporting goods, industrial paints, consumer electronics, video games, and marine engines. Consultants from Boston Consulting Group have advised Bursleson and Rivers that the merger could create a great deal of value, because the new combined entity can use several lucrative yet mature "cash cows" within Empire Inc. to fund the growth of several promising, but not yet highly profitable, young businesses within Fenway Enterprises. Bursleson and Rivers have decided to seek a second opinion from your consulting firm – Stern Associates. Please respond to the following questions posed to you by these two CEOs:
 - Could you please explain the "BCG matrix" to us? What is the logic of this model? What are the model's limitations and weaknesses?
 - Should we be employing the matrix to evaluate this merger? Could we create value in the manner that BCG has described?
4. Explain 5 Generic Strategies with relevant examples.