

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBASummer 17 - 18 Examination

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

Date: (dd/mm/yyyy)
Time: (1hr: 30min)
Total Marks: 30

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) (03)**

1. Which of the following is not an element of Porter's 5 Forces Model?

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|---|--|
| a) The firm's existing competition | c) The bargaining power of suppliers. |
| b) The potential competition from new entrants. | d) The firm's macroeconomic environment. |

2. SWOT is an abbreviation for:

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|---|---|
| a) Internal Strengths (S), Internal Weaknesses (W), External Opportunities (O), External Threats (T). | c) Integrated Strategies (S), Integrated Weaknesses (W), External Opportunities (O), External Threats (T) |
| b) External Strengths (S), External Weaknesses (W), Internal Opportunities (O), Internal Threats (T). | d) External Strengths (S), Internal Weaknesses (W), External Opportunities (O), Internal Threats (T) |

3. The fundamental purpose for the existence of any organization is described by its

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|--------------|-------------|
| a) policies | c) mission |
| b) Procedure | d) strategy |

B). Direct questions. (Each of 1 mark) (02)

1. Give Few resources example
2. What is Strategic Fit and Strategic Intent

Q.2 Answer the following questions.

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|--|------|
| A). Explain the concept of core competency | (05) |
| B). Give the difference between Mission and Vision | (05) |

Q.3 Answer the following questions.

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|--|------|
| A). Discuss Value Chain Theory | (05) |
| B). Explain Strategic Management process | (05) |

Q.4 Attempt any two questions. (05)

1. Explain Porter's Five force model for APPLE or McDonald's

Or

1. Explain SWOT analysis for APPLE or McDonald's