

(A6)

**SARDAR PATEL UNIVERSITY**  
**TYBBA[Foreign Trade] SEM - V**  
**Global Strategic Management - I**  
**UM05CBBF01**

SC

**Date: 18 March 2015**  
**Time: 10.30 am – 12.30 pm**

**TOTAL MARKS : 60**

- Q.1 A) State the Historic review of Strategic Management 10  
 B) Explain Corporate Level Strategy 05
- OR**
- Q.1 Explain Strategic Planning Process 15
- Q.2 A) State the attributes of a good business definition. 08  
 B) Explain the term Vision & Mission 07
- OR**
- Q.2 Explain Macro Environmental function (PESTEL analysis) in detail. 15
- Q.3 A) How Five forces shaping competition in Industry – Explain 08  
 B) Write down the importance of Industry Analysis in brief. 07
- OR**
- Q.3 Explain the Framework for analyzing Industry in detail 15
- Q.4 What are the functions used in assessing Strength & Weakness analysis. 15
- OR**
- Q.4 A) Mention the Aspects & Technique used to assess strength & weakness of Finance Department 10  
 B) Mention the purpose & role of Internal Appraisal 05