

SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

[83]

SARDAR PATEL UNIVERSITY  
Vallabh Vidyanagar  
T. Y B.B.A (ITM) (SEM - V)  
09-04-2018, Monday  
Time: 02.00 to 04:00 PM  
Fundamentals of Strategic Management  
(UM05SBBI02)

Total Marks: 60

- Q 1 What do you mean by strategic management? Discuss the characteristics of it. 15
- OR**
- Q 1 (A) Explain the difference between strategic, administrative and operational decisions 08
- (B) Discuss the significance of strategic Management. 07
- Q 2 Explain the process of Strategic Planning. 15
- OR**
- Q 2 Write a note on Internal Appraisal of a Firm. 15
- Q 3 Give meaning of core competence and how it can be acquired? Give examples. 15
- OR**
- Q 3 Give concept of competitive advantage and explain its significance with example. 15
- Q 4 Discuss the nature and scope of Expansion strategy and list out the circumstances under which company opt expansion strategy. 15
- OR**
- Q 4 Explain the Strategy Formulation Process. 15

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