15

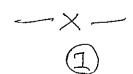
Q-4

SARDAR PATEL UNIVERSITY B.B.A.-V TH SEMESTER (CBCS) EXAMINATION

WEDNESDAY, 24TH OCT. 2018 10-00 A.M. TO 12-00 P.M.

	UM05CBBB01: GLOBAL STRATEGIC MANAGEMENT - I	MARKS: 60
)-1	What is Strategic Planning? Discuss the Strategic Planning Process.	15
-	Oβ	

V -	That is but we give a reserve great and a server gr	
-	OR	
Q-1 (A) (B)	Write notes on: Conceptual Issue & Essence of Strategy. Corporate & Business Level Strategy.	15
Q-2	Discuss the Macro Environmental Factors.	15
	OR	
Q-2	Write a detailed note on: PESTEL Analysis.	15
Q-3	Explain the importance of Industry Analysis.	15
	OR	
Q-3	Discuss the Michael Porter's Five Forces shaping competition in an Industry.	15
Q-4	Describe the purpose, role and importance of Internal Appraisal.	15
	OR	



Discuss the aspects and technique Internal Appraisal.