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SEAT No. _____

No. of Printed Pages: 1

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

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

UM05CBBB01: GLOBAL STRATEGIC MANAGEMENT - I

MARKS: 60

Q-1 What is Strategic Planning? Discuss the Strategic Planning Process. 15

OR

Q-1 Write notes on: 15

- (A) Conceptual Issue & Essence of Strategy.
(B) Corporate & Business Level Strategy.

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

Q-4 Discuss the aspects and technique Internal Appraisal. 15

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