

(81)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA (GENERAL) (SECOND SEM.)
SEMESTER II (CBCS)
MONDAY, 2ND APRIL
2018
2.00 pm to 4.00 pm

UM02CBBA07: FUNDAMENTALS OF STRATEGIC PLANNING AND
DEVELOPMENT

Total Marks 60

Notes: Figures to the right indicates marks

All questions are compulsory.

- Q-1. (A) Define strategy and discuss evolution of business policy as a discipline (08)
- (B) Write a note on : concept of strategic management, give example. (07)
- OR**
- Q.-1 Explain the concept and characteristics of strategic management. (15)
- Q.-2 Discuss the various types of strategies in detail (15)
- OR**
- Q.-2 What are the guidelines for crafting successful business strategies? (15)
- Q.-3 Explain Environmental Threat & Opportunity Profile and Organizational Capability Profile in detail. (15)
- OR**
- Q.-3 Discuss Distinctive Competitiveness with suitable example (08)
- (A) Explain in brief Porter's Five Forces Model of competition (07)
- (B)
- Q.-4 What do you mean by organizational structure? Discuss various types of organizational structure. (15)
- OR**
- Q.-4 Explain in brief Project implementation (15)