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

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY  
VALLABH VIDYANAGAR 388 120  
Examination March/April 2019  
Fundamentals of Strategic planning and Development (UM02DBBA23)  
SEMESTER- II (FYBBA)

Total Marks: 60

Date: 1/4/2019, Monday  
Time: 02:00 PM to 4:00 PM

- Q.1 Explain the concept and characteristics of strategic management. (15)
- OR
- Q.1 Define strategy and discuss the difference between Strategic, Administrative and operational decision (15)
- Q.2 A Write a note on stake holders of business organization (08)
- B Which are the Guidelines for crafting successful business strategies (07)
- OR
- Q.2 Explain the strategy formulation process (15)
- Q.3 Write short note on:(a)Synergy-Dysynergy (b)Mc Kinsey's 7s Framework (15)
- OR
- Q.3 Write Short note on (a) ETOP (b) Porter's Five Forces Model of competition (15)
- Q.4 Explain the issues in strategy implementation. (15)
- OR
- Q.4 Write a note on organizational structure. (15)

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