

SARDAR PATEL UNIVERSITY

B.B.A (G) II (Semester) Examination

15th October 2016 (Saturday)

02.00 pm to 04.00 pm

UMO2CBBAA07 Fundamental of strategic Planning & Development

Total Marks: 60.

Q.1 Explain the concept and characteristics of strategic management. (15)

OR

Q.1 Define strategy and explain the evolution of business policy as a discipline. (15)

Q.2 As a business firm which are the various stakeholders of your business? (15)

OR

Q.2(A) Explain vision, mission and purpose in relation to a business organization. (08)

Q.2(B) Explain the different types of strategies which are formed by an organization at different levels. (07)

Q.3 Explain Mc Kinsey's 7-S Framework as a model of organizational effectiveness. (15)

OR

Q.3(A) Write Short note on : (a)GAP Analysis (b)SWOT Analysis (08)

Q.3(B) Explain Porter's Five Forces Model as a tool to analyze the industry competition. (07)

Q.4 Explain the concept of strategy implementation. Also explain which are issues faced by the organization during the implementation process. (15)

OR

Q.4(A) Explain in brief both Project implementation and Procedural implementation (08)

Q.4(B) Is there any relation between strategy and structure? How would you try to match your structure & strategy? (07)

