

No. of Printed Pages: 1

[A3]

SARDAR PATEL UNIVERSITY
TY BBA(FT) Examination, VI Semester
Tuesday Date 07-04-2015
Time : 10:30 AM to 12:30PM
Subject Code : UM06CBBF01
Subject Title: Global Strategic Management - II

Total Marks- 60

- Q.1 Explain in detail BCG matrix 15
- OR**
- Q.1 What is GE matrix? Explain in detail. 15
- Q.2 What is Competitive Advantage? Explain it's significant and factor influence competitive advantage? 15
- OR**
- Q.2 a) Define Core Competence? Which attributes are affected core competences? 8
b) Write difference between competitive advantage and core competence. 7
- Q.3 What is Generic Alternative Strategy? Explain characteristics and scope of each generic alternative strategies 15
- OR**
- Q.3 What is diversification and intensification strategy? Explain alternative forms of intensification and diversification strategy. 15
- Q.4 Write short notes: (with example) 15
a) Acquisition
b) Mergers
- OR**
- Q.4 Write short notes: (with example) 15
a) Strategic Alliance
b) Joint Venter