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**SARDAR PATEL UNIVERSITY**  
**T Y BBA (ISM) Examination, VI-Semester**  
**Friday, 20/03/2015**  
**Evening Session Time: 02:30 pm To 04:30pm**  
**Course Code-(UM06CBBS03)**  
**Subject – Strategic Management**

**Total Marks: 60**

**Q-1 Define Strategic Management? Make a detail note on process of Strategic Management. (15)**

**OR**

**Q-1 A) Explain the features of effective Strategy. (8)**

**B) Briefly examine the importance of Strategic Management. (7)**

**Q-2 Briefly explain.**

**A) Swot Analysis. (8)**

**B) Factors affecting business. (7)**

**OR**

**Q-2 Write a brief note on objective and process of environment appraisal. (15)**

**Q-3 What do you mean by Vision? Explain the benefits and limitations of vision with suitable example. (15)**

**OR**

**Q-3 Write a short note on.**

**A) Process of strategic intent. (8)**

**B) Benefits of Mission. (7)**

**Q-4 Make a detail note on reasons and types of Corporate restructuring. (15)**

**OR**

**Q-4 Give the meaning of Corporate Level Strategy. Explain the diversification strategy with suitable illustration. (15)**

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