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SARDARPATELUNIVERSITY

BBA (ITM), VI<sup>th</sup> SEM (CBCS) (REGULAR) EXAMINATION

Wednesday, 6<sup>th</sup> April, 2016

10:30 A.M. TO 12:30 P.M.

Subject: Strategic Management

Subject Code- UM06CBBS08

Note: Figures to the right indicate full marks.

Maximum Marks: 60

Q.1 What is the Importance of strategic management and Write its key attributes. 15

OR

Q.1 Give the meaning and definition of strategic management and Explain the Process of strategic management. 15

Q.2 What do you mean by Value chain analysis? Explain Porter's five force model. 15

OR

Q.2 What are the Objective and process of environment appraisal? 15

Q.3 What are the components of an organizational mission? Illustrate with examples what is the role of organizational mission in strategy formulation? 15

Q.3 Give Nature, Benefits and Limitations of vision with suitable examples. 15

Q.4 Describe the reasons why related and unrelated diversification is adopted? What are the risks involved in diversification? 15

OR

Q.4 Write short note on (Any TWO) 15

- (1) Types of integration.
- (2) Reasons and types of corporate restructuring.
- (3) Growth strategy.

--- BEST OF LUCK ---