

SEAT No. _____

No. of Printed Pages : 1

[3]

SARDAR PATEL UNIVERSITY
TYBBA [FT./IB] - VI SEM EXAMINATION
Global Strategic Management - II
UM06CBBF01/B01

Date : 28-03-2018, Wednesday
 TIME : 10.00 am to 12.00 pm

TOTAL MARKS : 60

- | | | |
|-----------|---|----|
| Q.1 | Explain BCG Growth Share Matrix | 15 |
| OR | | |
| Q.1 | Why appraisal of the firm is required for strategic planning?
Explain General Electric's (GE) Multifactor Portfolio Planning Matrix. | 15 |
| Q.2 | A) Conceptually clarify the core competence & state its Attributes. | 08 |
| | B) Differentiate Competitive Advantage & Core Competence. | 07 |
| OR | | |
| Q. 2 | List out the Factors of Competitive Advantage affecting to various departments. Explain factors affecting to Marketing in detail. | 15 |
| Q.3 | Mention generic alternatives in brief and Explain Ansoff Product Market Expansion Grid in detail. | 15 |
| OR | | |
| Q.3 | Why firm need to choose Diversification as Expansion Strategy?
Explain alternative forms of Diversification | 15 |
| Q.4 | Mention the advantages & disadvantages of Merger. | 15 |
| OR | | |
| Q.4 | A) Explain Start-up route for executing strategy. | 8 |
| | B) Write a short note on Strategic Alliance. | 7 |