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SEAT No. _____

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SARDAR PATEL UNIVERSITY

B.B.A. (ISM) (Semester-VI) EXAMINATION

SATURDAY, 7TH APRIL, 2018

SUB: STRATEGIC MANAGEMENT- UM06CBBS08

TIME: 10:00 A.M. TO 12:00 P.M.

TOTAL MARKS: 60

Note: Figures to the right indicate full marks.

- Q-1 (A) What is Strategic Management? Explain the Features of effective Strategy. 07
(B) Explain the Importance and key attributes of Strategic Management. 08
- OR
- Q-1 Define the Strategic Management and discuss the Process of Strategic Management in detail. 15
- Q-2 (A) Define the SWOT Analysis and discuss the Limitations of SWOT Analysis. 07
(B) Describe the Factors affecting Business. 08
- OR
- Q-2 Explain the Objective and process of Environment Appraisal. 15
- Q-3 Define the concept of Strategic Intent and discuss the Process of Strategic Intent. 15
- OR
- Q-3 (A) What is Vision? Discuss the features and benefits of Vision. 07
(B) Explain the meaning of Objective and discuss the types and factors of objective. 08
- Q-4 Define the concept of Corporate Level Strategy and describe the types of Integration. 15
- OR
- Q-4 Write short note on : 15
- (1) Growth Strategy.
- (2) Reasons and Types of Corporate Restructuring.