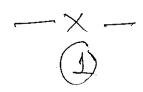
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	SARDAR PATEL UNIVERSITY BBA (IB) (Semester VI) Examination Two day, 26 th March, 2019 10:00 am to 12:00 pm UM06CBBB01: Global Strategic Management-II
	Total Marks: 60
Note:	: Figures to the right indicate full marks of the question.
Q.1	Explain in detail appraisal of the status/health of business of the firm. OR
Q.1	Write a note on: (a) BCG Matrix (b) GE Matrix
Q.2	Explain the nature and significance of Competitive Advantage. Discuss the factors affecting Competitive Advantage. OR 15
Q.2	Explain the concept of Core Competence and discuss the Attribute of Core Competence. 15
Q.3	What is Generic Alternative? Explain characteristics and scope of various Generic Alternatives. 15
Q.3	OR Explain the need and purpose of diversification. Discuss alternative forms of diversification.
Q.4	Explain the following routes for executing strategy: (a) Start-ups (b) Mergers (c) Acquisition OR
Q.4	Explain the following routes for executing strategy: 15



(b) Joint Ventures (c) Strategic Alliances

(a) Take Overs