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SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY
BBA (IB) (Semester VI) Examination
 Tue day, 26th 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. 15
 OR
- Q.1 Write a note on: 15
 (a) BCG Matrix (b) GE Matrix
- Q.2 Explain the nature and significance of Competitive Advantage. Discuss the factors affecting Competitive Advantage. 15
 OR
- 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
 OR
- Q.3 Explain the need and purpose of diversification. Discuss alternative forms of diversification. 15
- Q.4 Explain the following routes for executing strategy: 15
 (a) Start-ups (b) Mergers (c) Acquisition
 OR
- Q.4 Explain the following routes for executing strategy: 15
 (a) Take Overs (b) Joint Ventures (c) Strategic Alliances

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