

Exam Seat No: - _____

No. of Pages: - 1

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Sardar Patel University
BBA (ISM) VI Semester Examination
Wednesday, 03rd April 2019
Time: 10:00 A.M. to 12.00 P.M.
UM06CBBS08: Strategic Management

Total Marks: 60

- Q.1 (A) What is Strategic Management? Explain the features of effective strategy. (08)
- (B) Discuss in detail importance & key attributes of strategic management. (07)

OR

Q.1 Describe in detail process of strategic management. (15)

Q.2 Explain the objectives & process of environment appraisal. (15)

OR

Q.2 What is SWOT Analysis? Discuss in detail limitation of SWOT analysis. (15)

Q.3 What is vision? Discuss in detail benefits & limitation of vision. (15)

OR

Q.3 What is Mission? Discuss in detail features & benefits of mission. (15)

Q.4 Define the concept of Corporate Level Strategy & describes the types of Integration. (15)

OR

Q.4 Write a short note on :- (15)

(A) Growth Strategy

(B) Reason & types of Corporate Restructuring

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(1)