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SEAT No. _____

No. of Printed Pages: 01

SARDAR PATEL UNIVERSITY

B.Com. (IA / CBI) Examination Semester- VI

Date: 04/04/2018 (Wednesday)

Time: 02:00 PM to 04:00PM

Subject Code: UB06CCOH04

Subject: **Business Policy and Strategic Management**

Total Marks: 60

Q:1 Define the word Strategy. Discuss concept of Strategic Management. (15)

OR

Q:1 Discuss Business Policy and its features. (15)

Q:2 Discuss in detail SWOT analysis. Also, discuss advantages and limitations. (15)

OR

Q:2 (A) Discuss in detail Mc Kinsey's 7s Framework. (08)

Q:2 (B) Write a note on GE 9 Cell Model. (07)

Q:3 Discuss in detail Corporate Strategy Formulation and Implementation. (15)

OR

Q:3 Discuss Porter's Five forces Model in detail. (15)

Q:4 Discuss Environmental Opportunity Threat Profile. (15)

OR

Q:4 Explain the concept of Strategy Implementation in brief. Also, mention the issues in Strategy Implementation? (15)