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[A-26]

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Sardar Patel University

External examination, IV Semester

Wednesday, Date: 30/04/2015

Session: morning/evening , Time: 02:30p.m to 05:30 p.m

Subject code: PA04EHRM04

Subject/course title: - Strategic Management

**Q-1 Multiple Choice Questions. (Attempt All) (10)**

**Total Marks weightage: 70**

1. Factors which have the likely effect on the structure of the industry or on the competitive environment is called as \_\_\_\_\_

- a. environmental Scanning
- b. Structural Diverse of Change
- c. PESTEL framework
- d. None of the above

2. PESTEL stands for?

- a. Political, Economic, Social, Technological, environmental & Legal
- b. Political, Economical, Social, Technology, Environment & Legal
- c. Political, Economic, Technological, Energy & Legal
- d. None

3. \_\_\_\_\_ is the moral philosophy of the organization.

- a. culture
- b. Ethics
- c. Values
- d. climate

4. A management system that enables organization to clarify their vision and strategy and translate them into action.

- a. Balance score card
- b. Evaluation process
- c. Portfolio analysis
- d. Qualitative factor.

5. A company which has one or more subsidiary companies.

- a. Joint venture
- b. holding company
- c. Matrix
- d. turnaround

6. \_\_\_\_\_ is the strategy adopted by firms to arrest the decline and revive their growth.

- a. Disinvestment
- b. Bankruptcy
- c. Liquidation
- d. Turnaround strategy

7. Under \_\_\_\_\_ structure a lead agency creates a network of relevant public and private agencies which have an influence on a development programme initiated by the government.

- a. Matrix
- b. Functional
- c. Network
- d. Divisional

8. the five forces framework was developed----- is the most widely known tool for analyzing the competitive environment?

- a. Michael porter
- b. Chrysler
- c. john Macbeth
- d. none

9. \_\_\_\_\_ collect, store and distribute the product to customers.

a. Inbound logistics   b. marketing   c. Sales   d. outbound logistics

10. Ansoff's product-market expansion grid first presented by Igor Ansoff in the year:

a. 1968   b. 1967   c. 1978   d. 1988

**Q.2 Differentiate between strategy & Programmes, Procedures & rules. What are the various levels at which a strategy may exist explain with suitable example. (15)**

**OR**

**Q.2 Explain And Identify The Type Of Resources Which An Organization May Possess.**

**Q.3 expalin the concept of differentiation and discuss the types & sources of differentiation.**

**OR**

**Q.3 what is corporate level strategy? Why is it important for a diversified firm? (15)**

**Q.4 enumerate the meaning of merger and acquisitions and strategy of merger and acquisitions (15)**

**OR**

**Q.4 what to do you understand from the term strategic alliance?expalin the different types of strategic alliances that companies follow? Give one example of Indian companies for each type of strategic alliance.**

**Q: 5 write short notes (any two) (15)**

1. Retrenchment strategies
2. Expansion strategy
3. Concept and function of leadership
4. Balanced score card

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