

(g) Seat No: _____

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SARDAR PATEL UNIVERSITY

EXAMINATION :- MHRM	FOURTH SEMESTER
DAY:- MONDAY	DATE:- 25/04/2016
SESSION:- AFTERNOON	TIME:- 2:30 PM TO 5:30PM
COURSE CODE:- PA04EHRM04	TOTAL MARKS :- 70
PAPER TITLE :-STRATEGIC MANAGEMENT	

Q. 1) MULTIPLE CHOICE QUESTIONS

(10 MARKS)

1	_____ is a first level of expansion strategy			
	A) Concentration	B) Expansion	C) International	D) None
2	The term strategy is derived from _____ word "strategos"			
	A) Latin	B) American	C) French	D) Greek
3	Forecasting future course of action is known as _____			
	A) Vision	B) Mission	C) Objective	D) Planning
4	Environment is complex			
	A) True	B) False		
5	SWOT analysis evolved during _____			
	A) 1980	B) 1960	C) 1981	D) none of these
6	_____ means combining activities related to the present activity of a firm			
	A) Stability	B) Retrenchment	C) Combination	D) Integration
7	_____ involves selling the same product to new market			
	A) Market Penetration	B) Market development	C) Diversification	D) Product Development
8	_____ involves substantial change in business definition			
	A) Diversification	B) Alignment	C) Retrenchment	D) None
9	Divestment Strategy is also known as cut back strategy			
	A) True	B) False		
10	Which strategy focus on Lower cost Broader target			
	A) Focus	B) Cost Leadership	C) Differentiation	D) None

Q. 2) ANSWER THE FOLLOWING QUESTIONS IN DETAIL (ANY ONE) (15 MARKS)

- 1) Define strategic management Explain the Process of Strategic management in detail with examples

OR

- 2) Create Your Own Company And Explain Various Corporate Level Strategies With Reference To The Same.

Q. 3) ANSWER THE FOLLOWING QUESTIONS IN DETAIL (ANY ONE)(15 MARKS)

1) Explain the concept of strategy and levels at which strategy works

OR

2) What do you mean by term environmental appraisal? Explain factors affecting environmental appraisal

Q. 4) ANSWER THE FOLLOWING QUESTIONS IN DETAIL (ANY ONE) (15 MARKS)

1) Explain various Business level strategies with examples

OR

2) Explain structural and behavioral dimension for corporate strategy

Q.5) SHORT NOTES (ANY TWO)

(15 MARKS)

1) Importance of Strategic Evaluation and control

2) SWOT analysis

3) Integration strategy

4) Merger and acquisition strategies

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