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SEAT No. _____

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SARDAR PATEL UNIVERSITY
MSW-HR- IVth SEMESTER EXAMINATION- 2019

Subject: Strategic Management

Subject Code: PA04ESHR23

Date: 27/03/2019

Time: 02:00 pm to 05:00pm

Day: Wednesday

Total Marks: 70

Q.1 Multiple Choice questions

10

1. It refers to formal and informal rules, regulation and procedures that complements the company

- (A) Strategy (B) System (C) Environment (D) All of the above

2. Strategic management is mainly the responsibility of

- (A) Lower management (B) Top management (C) Middle management (D) All of the above

3. Change in company's _____ give rise to problem necessitating a new _____ to be made

- (A) Structure, Strategy (B) Strategy, Structure (C) Structure, Structure (D) None of the above

4. Which one is not a corporate level strategy?

- (A) Expansion Strategy (B) Stability Strategy (C) Combination Strategy (D) Stable strategy

5. The strategic management discipline originated in the

- (A) 1930s and 1940 (B) 1950s and 1960 (C) 1960s and 1970 (D) None of the above

6. Which of the following is not part of the micro environment?

- (A) Technology (B) Shareholders (C) Competitors (D) Public

7. Low cost, differentiation and focus are examples of

- (A) Corporate Strategies (B) Operational Strategy (C) Business Strategy (D) Functional Strategy

8. In a large scale organization, strategic management activities occur at what level?

- (A) Corporate and divisional (B) Divisional (C) Strategic business unit only
(D) Functional and Corporate

9. Strategic Management is _____?

- (A) A set of managerial decision & action
(B) Oriented to short run performance of an organization
(C) A process that is done best if it is done quickly
(D) All of the above

10. The means by which long term objective will be achieved are

- (A) Mission (B) Strategies (C) Vision (D) Goals

(1)

(P.T.O.)

Q.2 Define Strategic Management. Discuss the Nature and Scope of Strategic Management **15**
OR

Q.2 Explain the Process and Strategic Framework of Strategic Management.

Q.3. Explain the Methods and techniques for organizational appraisal. **15**
OR

Q.3 Discuss the Characteristics of environment appraisal with example.

Q.4 Discuss the Business strategies for industry life cycle. **15**
OR

Q.4 Explain the Evaluation techniques for strategic control.

Q.5 Write short notes (Any Two) **15**

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|---------------------------|---------------------------------------|
| 1. Cost & Differentiation | 2. Importance of Strategic Management |
| 3. Digitalisation | 4. Retrenchment Strategies |

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