(61 & A-37) Seat No.: www.gujaratstudy.com No. Grand Press 1

SARDAR PATEL UNIVERSITY TYBBA[Foreign Trade] SEM - V (IB) Global Strategic Management - I UM05CBBF01/B01

TOTAL MARKS: 60

05

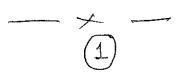
15

Date: 19/11/2016, Saturday

TIME: 2.00 pm to 4.00 pm

analysis.

Q.1	Explain Strategy & mention Corporate Level strategy.	15
	OR	
Q.1	Explain Strategic Planning Process.	15
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Q.2	Explain Macro Environmental function (PESTEL analysis).	15
	OR	
Q.2 A)	State the attributes of a good business definition.	08
В)	Explain - how mission help the firm?	07
Q.3	Explain Michael Porter's Five Forces Shaping Competition in an	15
	Industry	
	OR	
Q.3	Why industry analysis is important? Explain framework for	15
	analyzing industry.	
O.4 A)	What are the functions used in assessing Strength & Weakness	10



OR

weakness of HRD and Research & Development Departments

B) Mention the purpose & role of Internal Appraisal

Q.4 A) Mention the Aspects & Technique used to assess strength &