

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

Date : 19/11/2016, Saturday
TIME : 2.00 pm to 4.00 pm

TOTAL MARKS : 60

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- Q.1 Explain Strategy & mention Corporate Level strategy. 15
- OR**
- Q.1 Explain Strategic Planning Process. 15
- Q.2 Explain Macro Environmental function (PESTEL analysis). 15
- OR**
- Q.2 A) State the attributes of a good business definition. 08
- B) Explain - how mission help the firm? 07
- Q.3 Explain Michael Porter's Five Forces Shaping Competition in an Industry 15
- OR**
- Q.3 Why industry analysis is important? Explain framework for analyzing industry. 15
- Q.4 A) What are the functions used in assessing Strength & Weakness analysis. 10
- B) Mention the purpose & role of Internal Appraisal 05
- OR**
- Q.4 A) Mention the Aspects & Technique used to assess strength & weakness of HRD and Research & Development Departments 15

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