

[5]

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

B.B.A.(IB) – Fifth Semester Examination

Day & Date : Friday, 10th November 2017, Time : 10-00 A.M. TO 12-00 P.M.

Subject: Global Strategic Management – I

Subject Code: UM05CBBB01

Total Marks: 60

Note: Figures to the right indicate marks.

Q.1 Give essence of strategy and explain strategic planning. (15)

OR

Q.1 Discuss : Corporate and business level strategy. (15)

Q.2 Narrate : Macro Environmental – Vision and Mission. (15)

OR

Q.2 Discuss : Macro Environmental Factors – PESTEL Analysis. (15)

Q.3 Write Note On : (a) Importance of Industry analysis. (8)

(b) Framework for analyzing industry and competitors. (7)

OR

Q.3 Explain : Michael Porter's Five Forces Shaping competition in an Industry. (15)

Q.4 Discuss : Purpose, Role and Importance of Internal Appraisal. (15)

OR

Q.4 Explain : Aspects and Technique for internal appraisal. (15)