

[24]

SARDAR PATEL UNIVERSITY**T Y BBA (ITM) - 3 Years****External Examination November 2017****Semester V****Day: Tuesday****Date: 7th November, 2017****Session: Morning****Time: 10:00 A.M. TO 12:00 P.M.****Subject Code:****U M 0 5 S B B I 0 2****Subject Title: FUNDAMENTALS OF STRATEGIC MANAGEMENT****Total Marks: 60****Note:**

All the questions are compulsory.

Draw diagrams and cite examples wherever necessary.

Figures to the right indicate marks.

Q. 1 (A) Why some firms do not prefer strategic planning? Explain in brief. **[08]****(B)** Discuss different strategic decisions (strategic, administrative & operational) in detail. **[07]****OR****Q. 1** Define Strategic Management? Explain Importance of Strategic Management in brief. **[15]****Q.2** Explain strategic planning process with suitable examples in detail. **[15]****OR****Q.2** Write a short note on**(A)** Importance of strategic planning process. **[07]****(B)** Internal appraisal of the firm. **[08]****Q. 3** How do companies build/acquire core competence? How it differs from competitive advantages? **[15]****OR****Q. 3 (A)** Discuss the terminology of competitive advantages. **[07]****(B)** Explain competitive advantages with various sources of competitive advantages. **[08]****Q. 4** Explain Ansoff product-market expansion grid in detail. **[15]****OR****Q. 4** Write detail note on generic strategy alternatives. **[15]**

—X—

①