

SEAT No. _____

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SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

T. Y B.B.A (ITM) (SEM – V)

09-04-2018, Monday

Time: 02.00 to 04:00 PM

Fundamentals of Strategic Management
(UM05SBB102)

Total Marks: 60

Q 1 What do you mean by strategic management? Discuss the characteristics of it. 15

OR

- Q 1 (A) Explain the difference between strategic, administrative and operational decisions 08
- (B) Discuss the significance of strategic Management. 07

Q 2 Explain the process of Strategic Planning. 15

OR

Q 2 Write a note on Internal Appraisal of a Firm. 15

Q 3 Give meaning of core competence and how it can be acquired? Give examples. 15

OR

Q 3 Give concept of competitive advantage and explain its significance with example. 15

Q 4 Discuss the nature and scope of Expansion strategy and list out the circumstances under which company opt expansion strategy. 15

OR

Q 4 Explain the Strategy Formulation Process. 15