

[A-5]

No. Of Printed Pages: 1

SARDAR PATEL UNIVERSITY
TY BBA(FT) Examination, VI Semester
Tuesday Date 29-03-2016
Time : 10:30 AM to 12:30PM
Subject Code : UM06CBBF01
Subject Title: Global Strategic Management - II

Total Marks- 60

Q.1 Explain in detail BCG matrix with example

15

OR

Q.1 What is GE matrix? Explain in detail with example

15

Q.2 What is Competitive Advantage? Explain it's significant and factor influence competitive advantage?

15

OR

Q.2 a) Define Core Competence? Which attributes are affected core competences?

8

b) Write difference between competitive advantage and core competence.

7

Q.3 What is Generic Alternative Strategy? Explain characteristics and scope of each generic alternative strategies

15

OR

Q.3 What is diversification and intensification strategy? Explain alternative forms of intensification and diversification strategy.

15

Q.4 Write short notes: (with example)

a) Start - Up

15

b) Mergers

OR

Q.4 Write short notes: (with example)

a) Strategic Alliance

15

b) Acquisition

X = X = X