

(2A & A-4)

Seat No. \_\_\_\_\_

No. of Printed Pages : 1

**SARDAR PATEL UNIVERSITY**  
**TYBBA[Foreign Trade] – VI SEM EXAMINATION**  
**Global Strategic Management - II**  
**UM06CBBF01/B01**

**Date : 28-03-2017, Tuesday**  
**TIME : 10.00 am to 12.00 pm**

**TOTAL MARKS : 60**

- Q.1 A) Clarify the concept of Strategic Business Unit. 08  
B) Explain General Electric's (GE) Multifactor Portfolio Planning Matrix 07

**OR**

- Q.1 Draw & Explain BCG Growth Share Matrix. 15

- Q.2 A) What are the attributes of Core Competence? 08  
B) Differentiate Competitive Advantage & Core Competence. 07

**OR**

- Q. 2 Explain the Factors of Competitive Advantage in Marketing Department & Finance department in detail. 15

- Q.3 A) Explain Ansoff Product Market Expansion Grid 10  
B) Explain Generic Alternatives 05

**OR**

- Q.3 A) Explain different form of Diversification 10  
B) Why firms do Diversification? – Explain. 05

- Q.4 Mention advantages & disadvantages of Takeovers. 15

**OR**

- Q.4 A) Mention disadvantages of Acquisition 8  
B) Explain Joint Venture routes for executing strategy 7

X=X=X

— X —  
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