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No. of Printed Pages: 01

[77A8]

**SARDAR PATEL UNIVERSITY**  
**BBA (ISM), (Semester-6) EXAMINATION,**

**Friday 07<sup>th</sup> April, 2017**

**10:00 A.M. TO 12:00 P.M.**

**UM06CBBS08: Strategic Management**

**Note: Figures to the right indicate full marks.**

**Maximum Marks: 60**

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Q1 What are the elements of Strategic Management? Write the key attributes of it. 15

**OR**

Q1 Give the meaning and definition of strategic management and Explain the Process of strategic management.

Q2 What do you mean by Value chain analysis? Explain Porter's five force model. 15

**OR**

Q2 Write short note on (Any two)  
(1) Objective and process of environment appraisal.  
(2) SWOT Analysis

Q3 What is Vision? Explain Benefits and Limitations of vision 15

**OR**

Q3(A) Write attributes and purpose of strategic intent 08  
(B) Write the Process of strategic intent. 07

**OR**

Q4 What are the reasons and types of corporate restructuring? Explain by giving suitable examples. 15

Q4 What do you mean by corporate level strategy? Enlist types of integration by giving suitable example

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