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SEAT No. _____

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SARDAR PATEL UNIVERSITY**B.B.A. (ISM) (Semester-VI) EXAMINATION****SATURDAY, 7TH APRIL, 2018****SUB: STRATEGIC MANAGEMENT- UM06CBBS08****TIME: 10:00 A.M. TO 12:00 P.M.****TOTAL MARKS: 60****Note: Figures to the right indicate full marks.**

- Q-1 (A)** What is Strategic Management? Explain the Features of effective Strategy. **07**
- (B)** Explain the Importance and key attributes of Strategic Management. **08**
- OR**
- Q-1** Define the Strategic Management and discuss the Process of Strategic Management in detail. **15**
- Q-2 (A)** Define the SWOT Analysis and discuss the Limitations of SWOT Analysis. **07**
- (B)** Describe the Factors affecting Business. **08**
- OR**
- Q-2** Explain the Objective and process of Environment Appraisal. **15**
- Q-3** Define the concept of Strategic Intent and discuss the Process of Strategic Intent. **15**
- OR**
- Q-3 (A)** What is Vision? Discuss the features and benefits of Vision. **07**
- (B)** Explain the meaning of Objective and discuss the types and factors of objective. **08**
- Q-4** Define the concept of Corporate Level Strategy and describe the types of Integration. **15**
- OR**
- Q-4** Write short note on : **15**
- (1) Growth Strategy.
- (2) Reasons and Types of Corporate Restructuring.