

Seat No. _____

No. of Printed Pages: 01

[A-3]

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
Fourth Year B.B.A (ITM) (SEM – VII)
Tuesday, 6th December 2016
Time: 10.00AM to 12:00 PM
Fundamentals of Strategic Management
Subject Code:

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Figures to the right indicates marks

Total Marks: 60

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- Q-1 Explain concept & Significance of Strategic Management. (15)
- OR**
- Q-1 Explain 5 P's of strategy & differentiate between Strategic, Administrative & Operational decision. (15)
- Q-2 Write a note on Internal Appraisal of Firm. (15)
- OR**
- Q-2 Explain the process of Strategic planning. (15)
- Q-3 Give concept of competitive advantage and explain significance of it. How competitive advantage can be built? (15)
- OR**
- Q-3 Differentiate between Core Competence & Competitive Advantage. (15)
- Q-4 Write Short note on: Divestment strategies (15)
- OR**
- Q-4 Discuss the nature and scope of Expansion strategy and list out the circumstances under which company opt expansion strategy. (15)

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