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SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

[2 &amp; A-3]

**SARDAR PATEL UNIVERSITY**  
**4<sup>th</sup> Yr BBA (ITM) SEM-VII (4 Years)**  
**EXAMINATION – Nov-2017**  
**Wednesday, 29<sup>th</sup> November, 2017**  
**Fundamentals of Strategic Management**  
**UM07FBB102**

Time: 10:00 A.M to 12:00 P.M

Marks: -60

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Note: - 1) Figures to the right hand side of the question indicate their marks.

2) Draw diagrams and give examples wherever necessary.

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**Q.1** What is Strategic Management? Describe in brief the concept, nature and scope of Strategic Management. [15]

**OR**

**Q.1[A]** Differentiate between the Strategic, Administrative & Operational decision. [08]

**[B]** Describe the significance of Strategic Management. [07]

**Q.2[A]** Describe the need of Strategic Planning. [07]

**[B]** Discuss the strategic planning process in brief. [08]

**OR**

**Q.2** Write a short note on Internal Appraisal of a firm. [15]

**Q.3** Explain the concept of core competence. Differentiate between Competitive advantage and Core Competence. [15]

**OR**

**Q.3[A]** Discuss the concept and significance of Competitive Advantage. [08]

**[B]** Describe how to acquire core competence? [07]

**Q.4** Write a short note on Expansion strategy. [15]

**OR**

**Q.4** Write a detail note on Corporate Strategy Formulation. [15]

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