

SEAT No. _____

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SARDAR PATEL UNIVERSITY

B.COM. (VIII SEM) EXAMINATION

MONDAY, 16TH APRIL, 2018
02-00 P.M. to 04-00 P.M.

BUSINESS POLICY AND STRATEGIC MANAGEMENT: UB08CCOM03

Marks :60

Q-1 State the environmental influences on business. 15

OR

Q-1 What is Strategic Management? State the Vision, Mission and Objectives of it. 15

Q-2 Discuss in detail SWOT analysis. Discuss its advantages and disadvantages. 15

OR

Q-2 Write notes on: 15

a) Mc Kinsey's 7s Framework.

b) GE 9 Cell Model.

Q-3 Describe the Corporate Porter's Five Forces Model. 15

OR

Q-3 Write notes on: 15

a) Strategy Formulation.

b) Business Strategy.

Q-4 Explain the Interrelationship between Strategy Formulation & Strategy implementation. 15

OR

Q-4 Define Strategy. Explain who implements the strategy & how is Strategy implemented? 15

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