

**GUJARAT UNIVERSITY OFFLINE EXAM**

**BBA SEM – 6**

**CC – 310: STRATEGIC MANAGEMENT**

**APRIL – 2021**

**Time: 2:00 Hours]**

**Total Marks:50]**

- Instructions:** (1) All Questions in **Section I** carry equal marks  
(2) Attempt any **TWO** Questions in **section I**  
(3) Question V in **section II** is **COMPLUSORY**

**Section I**

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|---------|---|----|
| Q – I   | (A) Define Mission Statement. What are its characteristics?   | 10 |
|         | (B) Discuss all the steps of Strategic Management Process.  | 10 |
| Q – II  | (A) Explain the acronym “SWOT ANALYSIS” in detail.  | 10 |
|         | (B) Describe the various techniques of environment scanning.  | 10 |
| Q – III | (A) How to build Core Competencies? Discuss the Value Chain Analysis with its primary and support activities. | 10 |
|         | (B) What is BCG Model? Discuss in detail.   | 10 |
| Q - IV  | (A) What is a Vertical Integration strategy? Explain Backward Integration strategy in detail.                 | 10 |
|         | (B) Explain the Differentiation Strategy in detail.   | 10 |

**Section II**

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|-------|---|----|
| Q – V | MCQs:   | 10 |
| (1)   | Which of the following is related to the Business Unit Level decisions?<br>(A) Strategy<br>(B) Operations<br>(C) Tactics<br>(D) Forecasting |    |
| (2)   | The term strategy is popularly used in one of the following activities.<br>(A) Military<br>(B) Medical<br>(C) Engineering<br>(D) Mines      |    |

- (3) Which of the following statements best explains the purpose of vision statement?
- (A) It shows that the employees of the company are literate.
  - (B) It shows that the top management of the company is patriotic.
  - (C) It shows that the top management of the company is not patriotic.
  - (D) It shows the company its path-way or where it should go.
- (4) Low cost, differentiation and focus are examples of \_\_\_\_\_.  
(A) Business strategies  
(B) Functional strategies  
(C) Corporate strategies  
(D) None of the above
- (5) Which of the following is NOT a component of PESTEL?
- (A) Social
  - (B) Legal
  - (C) Economic
  - (D) Public
- (6) Environment scanning is linked with \_\_\_\_\_.  
(A) Continuous support to the internal environment.  
(B) Linkage with the current operations.  
(C) Linkage with the current culture and styles.  
(D) All of the above
- (7) Which of the following is Intangible Resource?
- (A) Intellectual Capabilities
  - (B) Plant and Machineries
  - (C) Borrowing power of the company
  - (D) Valuable Inventories
- (8) \_\_\_\_\_ contributes to the competitive advantage.  
(A) Lack of resources  
(B) Smart and synergized use of resources  
(C) Resource availability  
(D) All of the above
- (9) The concept of value chain considers \_\_\_\_\_.  
(A) Cost-plus Pricing  
(B) Cost-less Pricing  
(C) Subsidized Pricing  
(D) Breakeven Pricing
- (10) Business growth in unrelated businesses is also known as \_\_\_\_\_.  
(A) Forward Integration  
(B) Backward Integration  
(C) Concentric Diversification  
(D) Conglomerate Diversification

- (11) Which of the following is NOT a part of Porter's competitive forces in industry analysis?
- (A) Bargaining power of suppliers
  - (B) Potential entry of new competitors
  - (C) Development of substitute products
  - (D) Threat of substitute products and services
- (12) When a dairy enters into a business of manufacturing for baby milk powder, it is known as \_\_\_\_\_.
- (A) Strategic Alliance
  - (B) Outsourcing
  - (C) Backward Integration
  - (D) Forward Integration
- (13) Which of the following is NOT included in organizational resources?
- (A) Firm structure
  - (B) Employee training
  - (C) Copyrights
  - (D) Information systems
- (14) When a firm bring new product into the same existing market which is known as \_\_\_\_\_?
- (A) Product Development
  - (B) Market Development
  - (C) Market Penetration
  - (D) Diversification
- (15) Which of the following is NOT included in the generic strategies?
- (A) Cost Leadership
  - (B) Focused Differentiation
  - (C) Differentiation
  - (D) Departmentation
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