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SARDAR PATEL UNIVERSITY
BBA (II Sem.) Examination
Wednesday, 26 February 2014
2.30 - 4.30 pm

UM02CBBA07 - Fundamentals of Strategic Planning and Development

Total Marks: 60

Q. 1. (A) Write a note on strategic management. (05)

Q. 1. (B) Define Strategic management. Discuss in detail characteristics of strategic management (10)

OR

Q. 1. (A) Write a note on Strategy (05)

Q. 1. (B) Explain evolution of business policy as a discipline. (10)

Q. 2. (A) Write a note on strategy formulation. (05)

Q. 2. (B) Discuss in detail Environmental factors affecting business (10)

OR

Q. 2. (A) Write a note on types of strategies (05)

Q. 2. (B) Discuss in detail importance of strategy formulation for the stakeholders in business. (10)

Q. 3. (A) Write a note on ETOP (05)

Q. 3. (B) Explain in detail Mc Kinsey's 7s Framework. (10)

OR

Q. 3. (A) Write a note on SWOT Analysis. (05)

Q. 3. (B) Explain in detail GE 9 Cell Model. (10)

Q. 4. (A) Write a note on Strategy implementation. (05)

Q. 4. (B) Explain in detail Procedural implementation of strategy. (10)

OR

Q. 4. (A) Write a note on Budgets. (05)

Q. 4. (B) Explain in detail Organization structure. (10)
