

# **V. M. PATEL INSTITUTE OF MANAGEMENT**

**Ganpat University**

**Mid Semester Examination, MBA Semester III**

## **Strategic Management**

**Time: 2.5 Hrs.**

**Date: 29/10/2015**

**Wt: 30 Marks**

### **Instructions:**

1. This is a closed book examination.
2. All the questions are compulsory.
3. Figures to the right indicate marks of an individual question.

- Q. 1** Differentiate business policy, strategy and tactics. **06**
- Q. 2** What do you mean by substitute? Under which conditions bargaining power of the substitutes is stronger and weaker? **06**
- Q. 3** What do you mean by value chain of a company? Explain in detail. Why value chain of two different companies belonging from the same industry may differ? **06**
- Q. 4** Overall low cost provider strategy and broad differentiation strategy are two important strategies of generic strategies. In line with the same explain the sources of achieving lower cost advantage and possible areas for achieving differentiation based advantage. **06**
- Q. 5** Explain TOWS Matrix with its importance and suitable illustration. **06**

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**Mid Semester Examination, MBA Semester III**  
**Management Information Systems**

Time: 2.5 Hrs.

Date: 30/10/2015

Wt: 30 Marks

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**Instructions.**

1. State example where it is needed.
2. Be precise in your answers.

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|-------|---|---|
| Que.1 | How Information system transforming business and explain the core relationship to Each other in the organization. Also describe their role to run and manage business.        | 6 |
| Que.2 | Which features of the organization do Managers need to know about to build and use information system successfully? What is the impact of information system on organization? | 6 |
| Que.3 | Explain Porter's forces model to develop the strategies and competitive advantage using information systems.  | 6 |
| Que.4 | What is an Open source Technology and describes its impact in today's business world.   | 3 |
| Que.5 | Explain following terms.<br>1. VOIP      2. WIFI      3. Bluetooth      4. LAN  | 3 |
| Que.6 | How the internet and internet technologies works and how do they support communication and e-business?  | 3 |
| Que.7 | Explain E-Commerce and E-governance with proper example.  | 3 |

**V. M. PATEL INSTITUTE OF MANAGEMENT**

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**Mid Semester Examination, MBA Semester III**

**Management of Travel Business**

**Time: 2.5 Hrs.**

**Date: 2-11-2015**

**Wt: 30 Marks**

**All questions are compulsory. Figures at right indicate respective marks. Close book examination.**

- Q#1      What is the significance of tourism in the Indian economy? Explain the factors that have led to its growth? (5)
- Q#2      Being a tour planner, what information must be collected to plan the itinerary so effectively? Discuss in detail. (5)
- Q#3      Bring out the different modes of transport employed in tourism. (5)
- Q#4      Discuss the role of information technology in tourism. (5)
- Q#5      Give an overview of the marketing activities undertaken by tour operators. (5)
- Q#6      Write a short note on the Following : inbound tourism, wholesale travel agent (5)

**---- END OF PAPER----**

