

PARUL UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY
M.Tech. Regular Winter 2019-20 Examination

Semester: 2
Subject Code: 203216152
Subject Name: Strategy Management

Date: 16/12/2019
Time: 2.00 pm to 4.30 pm
Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

- Q.1** A) Explain objectives and goals. Discuss importance of objectives. **(05)**
B) Define vision. Discuss features of good vision statement. **(05)**
C) Discuss the characteristics of strategic mission. **(05)**
- Q.2** Answer the following questions. (Attempt any three) (Each five mark) **(15)**
- A) Explain business environment.
B) What is Core Competence and how managers react with respect to competition.
C) Write short note on “Environmental Threat and Opportunity Profile(ETOP).
D) Explain cooperative business strategy.
- Q.3** A) Enlist and explain various levels of strategy. **(07)**
B) Enlist and explain types of Control Systems. **(08)**
- OR**
- B) Explain growth strategies, stability strategies, retrenchment strategies, combination strategies. **(08)**
- Q.4** A) Discuss Michael Porter’s five forces model for analysis of business strategy. **(07)**
- OR**
- A) Explain the environmental factors of PESTLE in detail. **(07)**
B) Describe strategic implementation process. **(08)**