

**PARUL UNIVERSITY**  
**FACULTY OF ENGINEERING & TECHNOLOGY**  
**M.Tech. Summer 2017 - 18 Examination**

**Semester: 2**  
**Subject Code: 03216151**  
**Subject Name: Strategy Management**

**Date: 18/05/2018**  
**Time: 2.00 pm to 4.30 pm**  
**Total Marks: 60**

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**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) Distinguish b/w mission, vision and objectives. Explain the importance of these components in an organization. (05)

B) Explain micro environmental factors and macro environmental factors. (05)

C) Discuss “Strategy in the global Environment”. (05)

**Q.2** Answer the following questions. (Attempt any three) (Each five mark) (15)

A) Enlist and explain the techniques of strategy evaluation and control.

B) Discuss the role of the human element to ensure effective implementation of strategy

C) Write short notes on SWOT analysis of any technical educational institute, under GTU.

D) Discuss various alternative strategies available for the managers to take completion against a rival.

**Q.3** A) Describe strategic implementation process. (07)

B) What is strategic alliance? What are the reasons for forming strategic alliance? (08)

**OR**

B) Discuss Michael Porter’s five forces model for analysis of business strategy. (08)

**Q.4** A) Discuss fundamental principles as well as trends in corporate governance. (07)

**OR**

A) Discuss strategic management model. (07)

B) What do we mean by joint sector? Comment on existing government policies with respect to PPP mode engineering colleges (08)