

PARUL UNIVERSITY
FACULTY OF ENGINEERING & TECHNOLOGY
M.Tech. Summer 2018 - 19 Examination

Semester: 2**Date: 06/05/2019****Subject Code: 203216152****Time: 10:30am to 1:00pm****Subject Name: STRATEGY MANAGEMENT****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) Distinguish b/w mission, vision and objectives. Explain the importance of these components in an organization. (05)

B) List out characteristics of Strategic vision .discuss the benefits of vision. (05)

C) Define :- (i) Strategy formulation (ii) Strategy implementation (05)

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

A) Explain business environment.

B) Discuss The PESTEL & State Its Importance.

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

D) What is Core Competency? How an organization should prepare a strategy for competition?

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

B) Explain micro environment factors and macro environmental factors. (08)

OR

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

Q.4 A) Discuss Hierarchical levels of strategy. (07)

OR

A) Explain the importance of strategic management for an organization. (07)

B) Discuss in detail the various alternative strategies available for the managers to Face competition against rivals. (08)