

SEAT No. _____

(101)

No. of printed pages : 02

SARDAR PATEL UNIVERSITY

MSW (HR) - IV SEMESTER EXAMINATION

Date: - 6/4/2018

Time:-2:00 p.m to 5:00 p.m.

Day: - Friday

Total Marks:- 70

PA04ESHR13: STRATEGIC MANAGEMENT

Q-1. Attempt all the questions.

(10)

- (1) The term "strategy" is derived from a Greek word ____
 - 1) Stratagogy
 - 2) Strategos
 - 3) Strate
 - 4) None of these
- (2) Which is/are the phase/s of Strategic Management Process?
 - a) Establishment of Strategic intent
 - b) Formulation of strategy
 - c) Implementation of strategy
 - d) All of the above
- (3) In which year Kotter has given the definition of Vision?
 - a) 1990
 - b) 1991
 - c) 1992
 - d) None of these
- (4) Which is/are the characteristic/s of a Mission statement?
 - a) Feasible
 - b) Precise
 - c) Clear
 - d) All of these
- (5) Which is/are the characteristic/s of Objectives?
 - a) Understandable
 - b) Measurable & Controllable
 - c) Concrete & Specific
 - d) All of these
- (6) Which is/are issue/s in Objective setting?
 - a) Specificity
 - b) Multiplicity
 - c) Reality
 - d) All of these
- (7) IBRD is the abbreviation of ____
 - a) Internal Bank for Reconstruction & Development
 - b) International Bank for Reconstruction & Development
 - c) International Bank for Rural Development
 - d) None of these
- (8) WTO is the abbreviation of ____
 - a) World Trade Organization
 - b) Wide Trade Organization
 - c) Wide Traditional Organization
 - d) None of these
- (9) Shops & Establishment Act has been implemented in the year ____
 - a) 1948
 - b) 1952
 - c) 1956
 - d) 1958

(10) VRIO stands for _____

- a) Valuable, rare, inimitable & organized
- b) Valuable, rational, inimitable & organized
- c) Valuable, rational, impossible & organized
- d) None of these

Q-2. Define Strategic Management and discuss the Process of Strategic Management (15)

OR

Q-2. Elaborate Tactics for Business Strategies with relevant examples.

Q-3. Discuss Environmental Sectors in detail. (15)

OR

Q-3. Explain Expansion and Retrenchment strategies in detail.

Q-4. Elaborate Methods and Techniques for Organizational Appraisal. (15)

OR

Q-4. Discuss Evaluation Techniques for strategic Control.

Q-5. Write Short Notes: (Any Two) (15)

1. Strategic Framework
2. Business Strategy for industry Life Cycle
3. Retrenchment Strategy
4. Cost and Differentiation Strategy