

GUJARAT TECHNOLOGICAL UNIVERSITY**B. HMCT – SEMESTER – IV • EXAMINATION – SUMMER • 2014****Subject Code: 143306****Date: 06-06-2014****Subject Name: Basic Principles and Strategic Management****Time: 10.30 am - 01.00 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** (a) Types of Planning? **07**
 (b) State Difference between Vision and Mission, Centralization and Decentralization. **07**
- Q.2** (a) Explain Steps of planning. **07**
 (b) Management is Science and Art – Explain. **07**
- OR**
- (b) Explain different types of Recruitment and Selection Strategies. **07**
- Q.3** (a) What is MBO and Explain its importance. **07**
 (b) Why Motivation is required for the employees in the organization? **07**
- OR**
- Q.3** (a) Explain 7's Approach. **07**
 (b) Explain Manpower Planning and explain its Techniques. **07**
- Q.4** (a) Differentiate between PESTEL Analysis and SWOT Matrix. **07**
 (b) Explain Process of Strategic Implementation with diagram. **07**
- OR**
- Q.4** (a) Why strategic management is important for a company to do resource planning? **07**
 (b) What are different types of strategies depending upon the level of Management? **07**
- Q.5** (a) Explain Retrenchment, Expansion, combination, stability Strategy. **07**
 (b) What is macro –micro environment analysis of a company? **07**
- OR**
- Q.5** (a) How Mission, vision and Objectives are helpful in achieving the goals. **07**
 (b) Explain types of few corporate Level Strategy now-a-days famous in industry. **07**
