Seat No.:	Enrolment No

## **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
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**Instructions:** 

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

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

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