

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE / BHMCT – SEMESTER IV– EXAMINATION – SUMMER 2016**

**Subject Code: 143306****Date: 28/11/2016****Subject Name: Basic Principles and Strategic Management****Time: 02:30 PM to 5:00 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) Management is a Science or an Art? **07**  
(b) Explain McKinsey's 7s approach? **07**
- Q.2** (a) Briefly explain the 4 phases of the development of the subject of Strategic Management. **07**  
(b) Write Short note on Organizing and explain process in detail. **07**
- OR**
- (b) Explain Decision making process in detail with example. **07**
- Q.3** (a) Write short note on Leadership and explain different styles of leadership. **07**  
(b) Describe Theories of Motivation. **07**
- OR**
- Q.3** (a) "Communication plays a vital role in an organization".-Explain. **07**  
(b) Explain training needs and development process in organization. **07**
- Q.4** (a) With the help of SWOT MATRIX and PEST Analysis, explain the process of diagnosis of environment. **07**  
(b) Write short notes on:- **07**  
Contingency strategy  
Expansion strategy  
Retrenchment strategy
- OR**
- Q.4** (a) Why analysis of business environment is necessary for making a strategy? **07**  
(b) Briefly explain different types of Strategies used during strategic choice process. **07**
- Q.5** (a) Explain the factors affecting Strategic Implementation Process. **07**  
(b) What do you understand by Strategic Control process, explain with the help of diagram. **07**
- OR**
- Q.5** (a) Describe the strategic Implementation Process with an example. **07**  
(b) Why the feedback and evaluation of a corporate strategy is required for its control and success? **07**

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