MGT 703 Final Term Paper 24/7/13

Thanks to Sobia Ahmad

- Positioning is actually the way that a product is introduced to its market audience. What are the 5 steps required for effective product positioning.
- Seymor tiles acknowledged 6 qualitative questions that are practical in evaluating strategies. Identify them.
- TWOS matrix help the organization to get a better understanding of strategic choices it faces. Define WT strategies as suggested by TWOS matrix with example
- Interpret IFE total weighted score 1.5,2.8,3.4 shown on x-axis of IE matrix
- Explain employee stock ownership
- R&D approaches
- 3 prospective problems associated with using quantitative criteria for evaluating strategies
- As a manger take decision ur firm located in Quardrant 1. Which types of strategies should adopt and why?
- Diverse work force
- Most common used quantitative criteria
- Generate SO strategies by using the given data.