Subject: Business Economics

Course: B.A., 6th Semester, Undergraduate.

Paper No: 602

Paper Title: Business Strategy & Ethics

Unit No.: 4 (Four)

Title: Strategy Implementation & Control

Lecture No: 1 (One)

Title: Operationalizing the Strategy

FAQs

Q1.What is Annual Objective?

Ans: Annual Objectives: Establishing annual objective is a decentralized activity that directly involves all managers in an organization. Active participation in establishing annual objectives can lead to acceptance and commitment.

Q2. Define purpose of annual objective.

Ans: Annual objectives should be measurable, consistent, reasonable, challenging, clear, communicated throughout the organization, characterized by an appropriate time dimension, and accompanied by commensurate rewards and sanctions. Clear annual objectives do not guarantee successful strategy implementation, but they do increase the likelihood that personal and organizational aims can be accomplished.

Q3. Why are annual objectives essential for strategy?

Ans:

1. They represent the basis for allocating resources,
2. They are a primary mechanism for evaluating managers,
3. They are the major instrument for monitoring progress towards achieving long-term objectives, and
4. They establish organizational, divisional and departmental priorities.

Q4. What are quality objectives?

Ans: The quality objectives are the main method used by companies to focus the goal from the quality policy into plans for improvement. The quA

After deciding which things to monitor, measure and improve, the important thing is to make the quality objectives effective in addressing what needs to be improved. The objectives should be designed to be S.M.A.R.T (specific, measurable, achievable, realistic and time-based) and should have relevance at all levels of the company, meaning that each employee should understand how their job supports meeting the quality objectives.

Q5. Define benefits of annual objectives.

Annual objectives serve as guidelines for action, directing and channeling efforts and activities of organizations members.

- It is major instrument for monitoring progress towards achieving long term objectives
- It serves as standards of performance
- It is primary tool for evaluating employees
- It serves as a source of employee motivation and identification
- It provides a basis for organization design
- It represents basis for allocating resources
- It establishes priorities at all level

Q6. Explain the Importance of Setting Business Objectives.

Business owners use a variety of management tools or techniques to improve their company business operations. Setting objectives is a specific management tool that creates a target for business owners to achieve. Objectives can be company-wide goals, specific to the division or department and individual employee expectations. Business owners often use performance management to follow up on objectives and measure the company overall achievement effectiveness.

Q7. Functional strategies must be developed, explain the statement.

Functional strategies are developed in finance, marketing, production/operations, R&D, and personnel. The primary role of a functional strategy is to support the company's overall business strategy. Functional strategies help in implementation of grand strategy by organizing and activating specific subunits of the company to pursue the business strategy in daily activities.

Q8. Discuss marketing strategy.

Marketing consists of four strategic considerations: products/services, pricing, channels of distribution / location of outlets, and promotion. The marketing strategy selected by an organization is dependent on whether the organization is attempting to reach new or existing customers and whether its products or services are new or already exist.

A market development strategy consists of introducing the firm's existing products or services to customers other that the ones it currently serves.