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**Question Assessment**

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## Question Assessment

### Question 1

To maintain relevance in the business sector, every business must employ various tactics to outdo its competitors in the market. The process involves a continuous goal-setting process, goal-analysis as well as strategy formation together with strategy implementation and strategy monitoring (Sanchez, 2006). In my organization, we achieve the process by reviewing and developing our vision and mission, doing a SWOT analysis, developing establish and executing a clear strategy that we feel may help us achieve our goal. We then monitor how the whole plan is taking place and gauge whether they achieve the required goals.

### Question 2

I feel that an organization should maintain its original mission and vision statements. When starting an organization, the founders have clear insights into the role they want their organization to serve in society; therefore, maintaining the vision and mission statements brings originality and focus to the organization. Furthermore, the statements contained in the vision provide how the leadership of an organization should be conducted and hence shows a direction the organization should take (Kantabutra, 2010). Thus, maintaining the statements means maintaining the focus and direction of an organization.

### Question 3

Generally, an organization's mission brings out what the organization is currently pursuing. At the same time, the vision involves the statement that describes the future and ultimate goal the organization wishes to achieve or works towards achieving. Thus, an organization's mission talks about its overall purpose, while the vision describes the

organization's ultimate goal (Taiwo & Lawal, 2016). An example of an organization's vision is "To inspire healthier communities by connecting people to real food" and that of the mission is "To be consumers' first choice of food, delivering a high standard and quality food with relatively fair prices in real-time.

#### **Question 4**

Online universities face various challenges that arise from the competition faced from the traditional brick and mortar universities. In as much as there has been increased demand for online classes where students prefer reading their courses and attending lectures online instead of the traditional method where students are required to attend classes physically. Failure to attend a given number of classes without proper explanation attracts certain penalties; additionally, online universities are deemed cheap by most students. Still, those in competition like the traditional brick-and-mortar universities challenge this by claiming that students who graduate with online certificates are half-baked and do not obtain the required skills necessary in the job market (Pucciarelli & Kaplan, 2016). The competition is major because all the competitors in the higher education sector seek to compete for the resources available in the education sector. As a result, this competition has greatly shaped the future of online universities.

Online universities' opportunities include creating a perfect environment for the expression and development of online learning, creating a cheaper alternative of acquiring higher learning and increasing market demand of the evolved learning services through e-learning (Cojocariu et al., 2014). On the other hand, the threats include competition from the traditional universities, delayed approval of the online courses and inability to recruit students to do courses as per their talents. These opportunities and threats are considered external factors because they come outside the organization.

**Question 5**

Businesses change with change in time and therefore remain relevant in the business sector. Therefore, various businesses must adapt to the new ways as dictated by changes due to time. Newspaper industries are some of the seriously affected industries that must adapt to the changes witnessed during this information era. Notably, the internet and other related technologies have made it easier for people to receive news straight to their phones and computers at the comfort of their houses and this move has killed the original ways of getting news where everyone had to purchase a newspaper to read the news (Villi & Hayashi, 2017). Therefore, the stakeholders of the newspaper industries must reset their mission and adapt to the digitization of news dispensation. Therefore, to ensure that they favorably compete with the online news sources, the newspapers industries must exploit the online platforms to reach their customers.

The newspaper industries' strengths have over the online news sources because they have built for a long time a base of trust of their news to their customers, unlike unverified online sources that normally peddle fake news. Their objective has always been to deliver accurate and trustable news, a tradition they have held for a long. However, the only weakness is that they have not fully adopted the digitization of their news to their customers. My advice for them is that they transform to the digitization of their news and by that, they will beat extinction in this information era.

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