

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
December, 2012**

MCT-063 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. Discuss the steps involved in the process of strategy.
2. What is the difference between objectives and policies? Explain giving examples.
3. What factors which are used in doing the internal analysis of an organization? Perform an internal analysis of an organization.
4. What is focus strategy? Describe giving real world examples.
5. Describe the process of merger using example from the corporate world.

6. Explain the structural dimension of strategy in an organization.
 7. What role does IT play in strategic management?
Explain giving example.
 8. Write brief notes on the following :
 - (a) SWOT analysis
 - (b) Portfolio analysis.
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