

**MASTER OF BUSINESS ADMINISTRATION  
(MBACN)**

**Term-End Examination**

**December, 2012**

**MCN-013 : STRATEGIC MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Discuss the importance of strategic management in a modern day corporation. 20
2. Explain the Porters Five forces model and discuss its usefulness. 20
3. Write notes on the following : 20
  - (a) BCG Matrix
  - (b) Vision of the company
4. Explain the concept of core competency with examples. 20
5. What is a case study ? How is it useful in learning concepts ? 20

6. Explain the process of implementation of strategy. 20
  7. Discuss the role of top management of the company in strategy formulation. 20
  8. Explain what factors must be considered while formulating the strategy. 20
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