

00113

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
June, 2012**

MCT-063 : STRATEGIC MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. Describe the concept and nature of strategic management.
2. What do you understand by mission and vision ? Explain the characteristics of mission and vision giving suitable examples.
3. Choose an organisation of your choice and perform an external environmental analysis taking into account the following :
 - (a) Economic factors
 - (b) Social factors
 - (c) Political factors
4. Explain the concept of joint venture. Give reasons for organisations going in for joint ventures.

5. Briefly explain the following :
 - (a) Balanced scorecard
 - (b) Critical success factors

 6. Briefly discuss the behavioural dimension of strategy giving examples.

 7. What is a differentiation strategy ? Explain the different types of differentiation giving examples.

 8. Discuss the steps involved in evaluation of strategy.
-