

**MASTER OF BUSINESS ADMINISTRATION
(MBACN)**

Term-End Examination

June, 2012

MCN-013 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

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1. What is meant by strategic management ? What are its elements ? 20
 2. Distinguish between strategic intent and strategic mission. 20
 3. Explain Corporate vision and discuss how this is different from Mission ? 20
 4. Explain the process of carrying out external environment assessment. 20
 5. Discuss the importance of internal analysis in strategy formulation. 20
 6. Explain BCG Matrix model and discuss its useful in strategy making. 20
 7. Write notes on the following : 20
 - (a) TOWS matrix
 - (b) Porters five forces model
 8. Explain the process of carrying out competitors analysis. 20