

**EXECUTIVE MBA  
(EXMBA)**

**Term-End Examination  
December, 2011**

**MCT-063 : STRATEGIC MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Explain the concept of BCG-growth Share Matrix. 20  
How is this model used to plan a portfolio ?
2. Select an organization of your choice from the 20  
automobile industry and carry out a SWOT  
analysis for the same.
3. Discuss in detail how does 'The grow model' help 20  
in executing the strategy.
4. What is value Chain Analysis ? How does it help 20  
an organization in planning its activities ?
5. Explain the concept of Balanced score card and 20  
discuss its relevance in the present context.

6. Is it possible for corporates to build sustainable business strategies ? Justify giving examples. 20
  7. Briefly discuss the evolution of companies to its present state. 20
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