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**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
June, 2011**

MCT-063 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. 'The new millennia dawned on yet another structural change in the business environment - The Internet - era'. Discuss the pros and cons of this era giving examples. **20**

2. Write explanatory notes on the following : **10x2=20**
 - (a) Kotler's five levels of products.
 - (b) Karl Marx and Engel's Dialectical Materialism

3. Briefly explain the relationship between strategy, competitive advantage and resources. **20**

4. How does the technological changes affect the business environment? Explain giving examples. **20**

5. Explain Burke - Litwin Model. Also explain the relevance of this model in developing individual and organisational performance. 20
 6. Discuss Porter's five forces model used to understand the industry dynamics. 20
 7. What is Herman - Herfindahl Index ? How does it measure industry concentration ? 20
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