

00265

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
December, 2013**

MCT-063 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. In the strategic management process, how would you establish the hierarchy of strategic intent ? Explain with the help of a suitable example. 20
2. Take examples to explain strategic decision making. Enumerate the issues involved in it. 20
3. Describe, by taking examples, the competitive forces present in an industry. Link it with marketing strategy. 20
4. Enumerate the conditions under which forces strategies are used in business. What risks, you feel, are associated with such strategies ? 20
5. "To a strategist, an organization structure is merely not a chart but much more". Explain with the help of a suitable example. 20

6. Delineate the important tasks that strategic leaders are required to perform. What are the factors responsible for making strategy successful. 20

 7. How would you set up a comprehensive system of strategic control in a business organization ? Explain with the help of a suitable examples. 20
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