

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
June, 2013**

MCT-063 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. What role do the major participants play in strategic management ? Explain with the help of a suitable example. 20
2. Illustrate and describe the difference between policy, strategy and tactics. Substantiate with the help of a suitable example. 20
3. List and describe the different sectors into which the general environment can be classified. Give a suitable example. 20
4. Describe in detail the approaches to conduct an internal analysis. How is it going to enhance the competitiveness ? 20

5. (a) Discuss the growth strategies available to the Indian airlines industry. 20
- (b) Suggest a strategy to revive kingfisher airlines in a present scenario.
6. How is organizational structure important for strategy implementation ? Substantiate with the help of a suitable example. 20
7. What are the advantages of using a differentiation strategy ? List the proper conditions when it would be advisable to use them. 20
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