

FINAL TERM EXAMINATION
Spring 2011
MGT603- Strategic Management
19th July, 2011

Time: 120 min
M - 91

Total MCQ= 56

Question No: 57 (M - 3)

What is the significance of activity ratios for an organization and what are its major types?

Question No: 58 (M - 3)

Describe any three positive features of QSPM?

Question No: 59 (M - 3)

What is a marketing mix? What are the marketing –mix component factor

Question No: 60 (M - 3)

Explain the concept of feasibility as Richard Rumelt's criteria for evaluating strategies?

Question No: 61 (M - 5)

Critically analyze this statement, "Internal audit provides more opportunity for participants to understand how their job, departments, and decisions fit into the whole organization than the external audit"

Question No: 62 (M - 5)

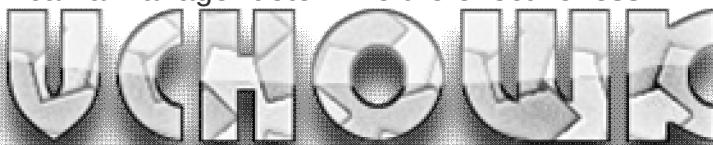
Compare and contrast restructuring and re-engineering?

Question No: 63 (M - 5)

Elaborate the effectiveness of using computer for strategy evaluation?

Question No: 64 (M - 5)

How can a manager determine the effectiveness



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in an organization?

f "performance-pay plan"

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