FINALTERM 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 of "performance-pay plan" in an organization?