

- **MGT603 FINALTERM SUBJECTIVE PAPER 2012**

- Interpret the IFE total score of 1.5, 2.8, 3.4 shown on the x axis of the IE matrix of the firm?
- Although there are many marketing variables that impact the success or failure of strategy implementation efforts. You are required to discuss the importance of market segmentation for this process?
- Define contingency planning?
- Strategy today must possess skills to deal more logistically and politically than previous strategies? Elaborate
- Identify any five variables relating to ES that are helpful in determine the external strategy position of a company?
- What are two parts of resource allocation plan?
- Although there are many marketing variables that impact the success or failure of strategy implementation efforts. You are required to discuss the importance of product positioning for this process?

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