MGT703 MID TERM CURRENT PAPERS BY STUDENTS

(VISIT VURANK FOR MORE QUALITY CONTENT)

Paper Pattern: 4 Questions 5 Marks Each

PAPER NO 1

1) Why Multinational Companies Priorities has been changed. How would you elaborate this statement in context of modern multinational companies?

2) UBL has recently witnessed low profitability. Which defensive strategy should be adopted by UBL to reduce cost and increase efficiency. Give five points and identify other two.

3) Which approach is good for a marketing manager to conduct External Audit individually or should it be participative in nature. Justify you logic with 3 reasons.

4) Whirlpool is a MNC. How can it achieve cost efficiency by using an integrated approach? List 4 Sources of achieving cost efficiency.

PAPER NO 2

1) Is PESTEL analysis is logical for external analysis for ICT company Pakistan?

2) Describe Strategic position and its concern with Strategic management process?

3) Startegic analysis is process based on generalist and fundamentals. Support this Statement?

4) Strategic management process? A company want to develop Vision mission along with external internal analysis in which process they can do?

(GOOD LUCK FOR MID EXAM)