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**POST GRADUATE DIPLOMA IN GLOBAL
BUSINESS LEADERSHIP (PGDGBL)**

**Term-End Examination
December, 2012**

MGB-007 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Distinguish between objectives and policies in strategic management giving suitable examples.
2. Explain how does a firm's external environment helps in framing a specific strategy. Use an illustration to explain.
3. What is meant by 'SWOT' ? Discuss how it is important in framing the strategy.
4. Explain various ways through which a firm grows internally.
5. Briefly explain the different levels of a corporate strategy giving examples.

6. Write short notes on the following : (in 400 words)
 - (a) BCG Matrix
 - (b) Balanced scorecard

 7. List out the various tools used in a strategic control system. Explain any two in detail.

 8. Discuss various styles of leadership. Take an organization of your choice and discuss the leadership style it follows at present.
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