

00588

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

**Term-End Examination
December, 2011**

MGB-007 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Explain with the help of an example,
 - (a) In what sense does the CEO alone makes the company's strategic decisions ? 20
 - (b) In what sense does the CEO not makes the company's strategic decisions alone ?

2. Explain the concept of vision and mission by giving suitable examples. 20

3. Taking an organization of your choice, explain how technological forces have presented and opportunity as well as threat to the particular organization. 20

4. Briefly explain the relationship between corporate strategy and social responsibility. Illustrate your answer with the help of examples. 20
5. (a) Explain the concept and purpose of S.W.O.T analysis. 10
- (b) Do a SWOT analysis for automobile industry. 10
6. What do you understand by generic strategies. Explain them in brief ? 20
7. 'A functional structure is often considered appropriate for a small business'. Explain with the help of an example. 20
8. What is the difference between leadership and management ? Explain with the help of examples. 20
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