

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

Term-End Examination

June, 2011

MGB-007 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. (a) Explain the process of strategic decision making. 10
(b) Describe the concept of vision and mission. 10
2. Discuss the characteristics of objectives. How are they formulated ? 20
3. (a) "The process of strategy formulation depends upon the appraisal of environments". Discuss. 10
(b) Outline the various considerations involved in appraising an organization. 10
4. What are expansion strategies ? Why do organisations adopt them ? 20

5. "A stability strategy does nothing new". Explain. 20
6. (a) What competitive (business) strategies result between competitive advantage and competitive scope for a business? 10
- (b) How can digitalisation give a strategic advantage to an organization? 10
7. Discuss at length the concept of stakeholder relationship management. 20
8. Write short notes on the following. 10x2=20
- (a) Strategic Control
- (b) SBU
-