

00733

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

Term-End Examination

June, 2012

MGB-007 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Take an organization of your choice and explain its organizational culture. Also discuss how the culture of that particular organisation may have evolved? 20
2. Discuss the role of organization's mission, goals and objectives in strategic control. 20
3. Differentiate between a transactional leader and a transformational leader by giving examples. 20
4. Why does an organizational structure follow strategy? Discuss. 20
5. Distinguish between a niche - low cost/ differentiation strategy and a low-cost - differentiation strategy. Illustrate your answer with the help of examples. 20

6. Discuss in brief the advantages and disadvantages of mergers and acquisitions. 20
7. Write explanatory notes on the following : 10x2=20
- (a) Joint Ventures
 - (b) Stability Strategy
-