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

Term-End Examination

December, 2010

MGB-007 : STRATEGIC MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

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1. (a) Present a brief description of the concept of strategy as you understand it. 10
 - (b) How is strategic intent primary to the strategic management process ? 10
 2. Describe the concept of environment in the context of strategic management. 20
 3. (a) Discuss the interplay of organisational resources and behaviour in producing a strategic advantage for the firm. 10
 - (b) Using illustration/example show how would you prepare a strategic advantage profile (SAP) ? 10

4. "The corporate level strategies are basically about the choice of direction that the firm adopts in order to achieve its objectives". Explain in detail. 20
5. Describe the reasons and the types of strategic alliance between two or more companies. 20
6. (a) What is a retrenchment strategy ? Why a corporate opts for it ? 10
- (b) Explain the concept of "Corporate restructuring". 10
7. Differentiate business level strategies from corporate level strategies. How does a cost leadership strategy differs from a differentiation strategy ? 20
8. Write short notes on the following : 10x2=20
- (a) SWOT analysis
- (b) Types of organisational structures
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