



Seat No. : _____

DI-109

December-2025

Integrated MBA GBM, Sem.-V

DSC-C-GBM-352T : Global Strategic Management

Time : 2:00 Hours]

[Max. Marks : 50

Instructions :

- (1) Figures to the right indicate full marks.
- (2) Do not write anything on the question paper.

1. A global logistics firm is deciding whether to invest in AI-driven tracking systems. Which decision-making approach (rational, intuitive, or political) would be most effective and why ? 10

OR

1. An apparel brand is losing market share due to fast-fashion competitors. How can it use the strategic management process to regain competitiveness ? 10
2. If a U.S. fast-food chain plans to launch a clothing line overseas, does this decision represent global expansion or diversification ? Justify with reasons. 10

OR

2. A global electronics firm operates in markets with varying industry attractiveness. How can the GE-McKinsey Matrix guide its investment decisions ? 10
3. How can Unilever apply the AAA Framework to optimize its global operations across developed and emerging markets ? 10

OR

3. How did Netflix use Blue Ocean Strategy to create an uncontested market space in global entertainment streaming ? 10
4. Apply the McKinsey 7S Framework to explain how a merger between two telecom giants can achieve strategic alignment. 10

OR

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P.T.O.

4. A multinational firm is struggling to translate its strategy into measurable performance. How can the Balanced Scorecard framework assist in aligning strategic goals with performance metrics ? **10**
5. Short Questions (**5** out of **8**) **2** marks each : **10**
- (1) International Strategy
 - (2) Globalization
 - (3) Full form of SWOT
 - (4) Innovation
 - (5) Full form of PESTLE
 - (6) Value Chain
 - (7) Balanced Scorecard
 - (8) Competitive Analysis
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