

**Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Assignment No.		Name of the Assignment Setter:	Anmol Soi		
Course code	321	Class:	MBA	Semester:	3rd

Subject:	Global Strategic Management (321)
-----------------	------------------------------------------

Q.1) Attempt ANY ONE of the Following (1000 Words) **(10)**

a) Define strategy. Explain the strategical management process in International business.

b) Culture, customs, norms are globally diversified. How will you cope and design global strategies with the help of ethnocentric, geocentric, regiocentric and poly centric approaches?

Q.2) Attempt ANY TWO of the Following (800 Words) **(12)**

a) Explain Porter's Diamond Model in detail.

b) What are grand strategies and strategical approach to decide them?

c) What are various types of organizational strategies? Explain Global organizational model.

d) How will you decide your product portfolio internationally with the help of B.C.G matrix?

Q.3) Write Short Notes on (ANY TWO) **(08)**

a) Mission and vision

b) SWOT Analysis and its importance.

c) Concept of Fit and Stretch