

Strategic Management

Important 2mark questions

PART-A

- 1) What is strategic management?
- 2) What is corporate governance?
- 3) Define competitive advantage?
- 4) Indicate the stages in an industry lifecycle.
- 5) What is cost leadership strategy?
- 6) What is strategic alliance?
- 7) List the major factors to be considered while designing organizational structure.
- 8) Define conflict in business context.
- 9) What is innovation in business context?
- 10) How do you explain the term internet economy?
- 11) What is strategy?
- 12) Define corporate social responsibility.
- 13) What is competitive advantage?
- 14) What do you understand by one competencies?
- 15) Explain stability as a strategy.
- 16) What is balanced score card?
- 17) What is organizational politics?
- 18) Why is resource allocation important in strategy implementation?
- 19) What are the objectives of non-profit organization?
- 20) Identify the need for innovation in business organisations.