

## BA5302 - STRATEGIC MANAGEMENT QUESTION BANK

### Part-B (13 Marks)

#### UNIT – I

1. List the different levels of strategies with examples.
2. Explain in detail about the components of strategic management process (13 Marks)
3. Why is strategic planning necessary? Discuss the steps involved in strategic planning process. (8 Marks)
4. Define the categories of socially responsible behaviour. (9 Marks)
5. i) How would you show your understanding towards CSR scenario in Indian industry? (7 Marks)  
ii) Can you make a distinction between goals and objectives? (6 Marks)
6. Explain strategic formulation process and various stages of strategic formulation.
7. i) Why vision and mission statements are important in strategic management? (7 Marks)  
ii) List out two vision and mission statements. (6 Marks)
8. Describe the steps in strategic process (13 Marks)
9. Elaborate corporate governance in Indian industry. List the significance of corporate governance.
10. i) As a corporate planner of a large MNC, how would you plan the environment or the different units located at different places and belonging to different industries? (7 Marks)  
ii) List down the different types of environment. (6 Marks)

#### UNIT- II

1. Discuss the porter's five force model used in external environmental analysis.
2. i) Explain the internal environment's influencing strategies. (7 Marks)  
ii) Explain the external environment's influencing strategies.
3. i) Define strategic management. (4 Marks)  
ii) Identify and discuss the effects of globalization or strategic management. (9 Marks)

4. i) How would you show your understanding of durability of competitive advantage? (7 Marks)  
ii) How competitive advantage helps in differentiating the organization recall the causes of failure of competitive advantage? (6 marks)
5. i) Inertia (5 Marks)  
ii) Prior strategic commitment (4 Marks)  
iii) Icarus Paradox (4 Marks)
6. i) Analyze the concept of Micheal porter's generic blocks? (9 Marks)  
ii) Analyze the concept of core competency? (4 Marks)
7. i) Can you explain the factors influencing competitive advantage? (7 marks)  
ii) Summarize how a positioning of a firm can be achieved? (6Marks)
8. Discuss the following components of generic building blocks of competitive advantage. (7 Marks)
  - i) Superior innovation and superior quality
  - ii) Superior efficiency and superior customer responsiveness.
9. Highlight the various factors pertaining to India's Competitive advantage with appropriate examples.
10. What is Competitive advantage? Discuss about the generic building blocks of competitive advantage.

### UNIT-III

1. i) How would you describe the rationale behind strategic alliance? (7 Marks)  
ii) Brief why do strategic alliances fail? (6 Marks)
2. i) Conclude your understanding about balanced scorecard technique? (6 Marks)  
ii) Elaborate the steps involved in balanced scorecard technique (7 Marks)
3. Elucidate the process of making a strategic choice.
4. How would you create generic strategic alternatives?
5. i) What are the strategies for different industry conditions? (7 Marks)  
ii) Discuss the rationale for restructuring by organization. (6 Marks)
6. i) Identify the generic strategies. (7 Marks)

- ii) Analyze the strategies in global environment. (6 marks)
- 7. Explain how companies can use
  - i) Product differentiation (7 Marks)
  - ii) Capacity control to manage rivalry and increase an industry's profitability. (6 marks)
- 8. Enumerate the conceptual application of Balance score card and its advantages in modern scenario
- 9. i) Evaluate the importance of SWOT analysis ETOP. (7 Marks)
  - ii) Evaluate GAP analysis in detail (6 Marks)
- 10. i) Can you assess the importance of GE matrix? (7 marks)
  - ii) Explain the significance of the balance score card? (6 Marks)

#### UNIT- IV

- 1. Define Strategic choice. Discuss the different techniques used in strategic choice.
- 2. Explain how a company can develop an entrepreneurial culture. List down the formal components of corporate culture.
- 3. i) Explain the terminology brick and click. (5 marks)
  - ii) Discuss the impact of internet and E-Commerce on. (8 Marks)
- 4. i) What are the merits and demerits of technology leadership? (7 Marks)
  - ii) What are the management challenges and strategic issues faced by thenon- profit organizations? (6 Marks)
- 5. i) Discuss the relevance of strategy formulation in a changing technological environment. (7 Marks)
  - iii) implementing a strategy successfully depends on selecting the right combination of organizational structure, control system and culture- "Explain (6 Marks)
- 6. Identify the advantages and disadvantages of outsourcing. Elucidate the characteristics of internet marker structure.
- 7. Enumerate the different stages of organizational life cycle highlight the suitable strategies of each stage.

8. i) what is strategic change? How will you implement strategic change? (7 Marks)  
ii) Discuss the match/ interaction of strategy and structure? ( 6 Marks)
9. Explain the steps involved in designing a strategic control system in an organization.
10. Discuss the five- stage model of strategic implementation process.

## UNIT-V

1. Discuss the strategic issues of Non-Profit organisations.
2. Discuss the importance of organization structure. Explain the link between structure and strategy.
3. Elucidate the characteristics of internet market structure.
4. What are the merits and de- merits of technology leadership?
5. i) Identify the subtypes in small development (7 Marks)  
ii) Innovation Discuss the statement and discuss the type of growth avenues available at different stages of an innovation. (6 Marks)
6. what kind of conflicts arises in the process of strategy implementation? How are they resolved?
7. What are new models and strategies for the internet economy?
8. i) Highlight the role of technology and innovation in strategic management with example (7 marks)  
ii) Explain the barriers in strategic evaluation. (6 marks)
9. Generate the strategies for internet economy.
10. Explain the sources of innovation. Explain the factors influencing success of a new venture.