

IMPORTANT QUESTIONS OF STRATEGIC MANAGEMENT

CHAPTER 1- INTRODUCTION

1. What is strategy? Explain the levels of Strategy
2. What do you mean by Strategic Management & its Objectives. Also explain the basic elements of Strategic Management
3. Justify why anchoring a firm in ethical core values is essential for long-term success.
4. Write a short note on the balanced score card.
5. Explain the terms competitive advantage, sustainable competitive advantage, competitive disadvantage and competitive parity.
6. Explain SMART and FAST
7. When a company is said to have a competitive advantage over its rivals?
8. Difference between Red Ocean & Blue Ocean

CHAPTER 2- STRATEGIC ANALYSIS AND STRATEGUC PLANNING

1. Explain the different layers of 'business environment'?
2. Give a detailed explanation of the PESTEL framework.
3. Write a short note on the steps in a formal strategic planning process
4. What do you understand by the term Critical Success Factors? What are the sources of Critical Success Factors?
5. Explain Porters 5 Forces
6. What do you mean by BCG Matrix and its advantages & Disadvantages
7. What are the activities involved in value chain of an organisation?
8. What are the limitations of SWOT analysis?
9. Short notes on Strategic Decision Making
10. Explain types of Planning

CHAPTER 3- FORMULATION AND IMPLEMENTATION OF STRATEGY

1. What do you understand by Business Process Engineering? What are the important reasons that lead an organisation to undertake re-engineering?
2. Distinguish between strategy formulation and strategy implementation
3. What do you understand by implementation control? Explain the different method of implantation control.
4. Explain Different types of Control
5. What are the guidelines a strategic manger should keep in mind while implementing proper control?
6. KPA,KRA
7. Areas that have the ability to create Goal Congruence
8. Formation of Project Based Structure. Evaluate the advantages and Limitations
9. Strategic Business Unit & Major reason for SBU Concern

CHAPTER 4- DIGITAL STARTEGY

1. List down the steps that an organisation should take for digital transformation
2. What do you mean by Big Data and its characteristics
3. What is Cloud Computing? Explain the merits and demerits of Cloud Computing
4. What do you mean by Block Chain and its benefits
5. Different types of Digital Strategy
6. Compare & contrast two terms- Digitization & Digitalization
7. Short notes on-
 - Artificial Intelligence
 - Machine Learning

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