

CHAPTER 8- INTRODUCTION

1. Explain meaning of strategy ? Levels of Strategy ? - * MTP
2. What is Balance score card and steps involved in Balance score card approach
3. Difference between Red Ocean & Blue ocean strategy - * MTP
4. What is strategic Management & state its objectives - MTP
5. The FAST framework is the core ingredient of 'Management by Objectives'. Do you agree? Discuss with reason. - * MTP
6. SN on emotional Intelligence
7. Important issues to keep in mind while setting objectives
8. Benefits of having a Vision
9. Under which circumstances a positive relationship between Vision statements & Firm Performance is most likely to exist?
- 10 .Balanced sacorecard approach - *MTP

CHAPTER 9- STRATEGIC ANALYSIS AND STRATEGIC PLANNING

1. Porters 5 Force model ? - * MTP
2. Alternatives in Strategic Planning
3. BCG Matrix and its Limitations? - * MTP
4. Meaning of Critical Success Factor and its sources
5. What are the techniques that can help to improve decision making
6. Detail explanation of PESTEL? & political factors which influence the decitions and behaviour of the firm ? - * MTP
7. Stages in Startegic Planning - * MTP
8. Characteristics of Business Environment

CHAPTER 10- FORMULATION AND IMPLEMENTATION OF STRATEGY

1. Demonstrate the nine design tests against which to check specific tailor made structural solutions designed by Micheal Gould and Andrew Campbell? - MTP
2. What is goal congruence? Why is it so important for superior performance of an organization with one of the divisions producing a finished goods which serves as an input of another division? How can it be achieved? 5 areas that have ability to create goal congruence ? - * MTP
3. What is Key Performance Indicator
4. What are the guidelines a strategic manager should keep in mind while implamenting proper control

5. Difference between **Strategic Formulation & Strategic Implementation**

6. What do you mean by customer **defection rate** & how it is determined

7. Meaning of **Matrix organizational structure**

Project based structure - merits & de merits - * MTP

7.2 SBU & reasons for SBU ? - * MTP

8. What do you mean by **BPR**? Important reasons that lead an organization to undertake re-engineering - * MTP

9. What is **Implementation Control** and different method of Implementation Control

Write a SN on **strategic control** - * MTP

CHAPTER 11 - DIGITAL STRATEGY

1. What is **Big Data**? Prepare a list of characteristics which classifies Big Data - * MTP

2. Prepare a set of narratives explaining how digital transformation of Business helps in achieving competitive advantage ? What all the common elements of digital strategy - * MTP

3. Concept of **Internet of Things**. Demonstrate recent developments which have facilitated the growth of IoT

4. List down the **steps** that an organization should take for digital transformation

5. What are the benefits and components of Block Chain Network

6. Merits and Demerits of Cloud Computing.? * MTP

Inspite of having huge ben fits of cloud computing yet it has some major concerns demonstrate each cause of concern - * MTP

NOTE : ABOVE QUESTIONS ARE LISTED BASED ON MTPs & PREVIOUS ATTEMPT PAPERS , STUDENTS ARE ADVISED TO FOCUS MORE ON THEESE QUESTIONS WHILE IN PREPARATION

ALL THE BEST - BREAK THE LEG

I am RAJESH RANIMEKALA your OM & SM faculty

from

BCCA