Course Code: 25MB9019

R25

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)
Siddharth Nagar, Narayanavanam Road – 517583
QUESTION BANK (DESCRIPTIVE)

Subject with Code: Strategic Management (25MB9019) **Course & Branch**: MBA

Regulation: R25 **Year & Sem:** II-MBA & I-Sem

UNIT –I

INTRODUCTION TO STRATEGIC MANAGEMENT

1	**a**	Define strategic management. Explain in detail about the components of strategic management process.	**[L3][CO1]**	**[6M]**
	b	Why are mission and vision important for organizational goals and objectives?	**[L3][CO1]**	**[6M]**
2	**a.**	Discuss the nature and significance of strategic management.	**[L2][CO1]**	**[6M]**
	b	Elaborate the basic elements of strategic management process.	**[L4][CO1]**	**[6M]**
3	**a**	Define Strategy. How do you consider that strategic management is a process?	**[L2][CO1]**	**[6M]**
	b	Why is strategy more complex- comment	**[L2][CO1]**	**[6M]**
4	**a**	What is environmental scanning? Write about its underlying factors.	**[L1][CO1]**	**[6M]**
	b	Define vision and mission with examples.	**[L3][CO1]**	**[6M]**
5	**a**	Define and differentiate between vision, mission, goals objectives and policies.	**[L2][CO1]**	**[6M]**
	b	Explain the strategic management, its importance and limitations.	**[L3][CO1]**	**[6M]**
6		Explain with example the terms Mission, the Vision, and the Strategic Intent Statements. Why and when is there likely to be conflict between them?	**[L4][CO1]**	**[12M]**
7	**a**	Why vision and mission statements are important in strategic management?	**[L2][CO1]**	**[6M]**
	b	How are values important to the content of mission and vision statements?	**[L1][CO1]**	**[6M]**
8		Explain how the strategic management process can be applied to an organization.	**[L3][CO1]**	**[12M]**
9		The success of a strategy would depend upon the right environmental analysis. Do you agree? Discuss with examples.	**[L4][CO1]**	**[12M]**
10	**a**	Discuss about environmental scanning and explain the process of environmental scanning.	**[L3][CO1]**	**[6M]**
	b	Importance and components of environmental scanning- discuss	**[L2][CO1]**	**[6M]**

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UNIT –II
STRATEGIC ANALYSIS AND CHOICE

1	**a**	Write a brief note on importance of strategic choice.	**[L2][CO2]**	**[6M]**
	b	How do you use Porter's Five Forces with examples?	**[L2][CO2]**	**[6M]**
2	**a**	Strategic analysis and choice is very important before closing down any unit. Do you agree?	**[L4][CO2]**	**[6M]**
	b	Critically examine the efficiency of BCG matrix as a tool of strategy management	**[L4][CO2]**	**[6M]**
3		Strategic analysis and choice is very important before closing down any unit. Do you agree? Explain with the help of BCG Matrix and GE nine cell matrixes.	**[L4][CO2]**	**[12M]**
4	**a**	Discuss in detail GE nine cell matrixes with the help of a suitable example from the industry.	**[L2][CO2]**	**[6M]**
	b	Explain how value chain analysis could help in organizational analysis.	**[L4][CO2]**	**[6M]**
5	**a**	Explain the application of TOWS matrix in strategy formulation.	**[L3][CO2]**	**[6M]**
	b	Explain the GE Multifactor Portfolio Matrix with suitable examples.	**[L3][CO2]**	**[6M]**
6	**a**	TOWS matrix explained with an example.	**[L3][CO2]**	**[6M]**
	b	Explain briefly the process of strategy choice with flow chart.	**[L3][CO2]**	**[6M]**
7		Explaining the VRIO Framework with a Real-Life Example.	**[L3][CO2]**	**[12M]**
8		Explain Michael Porter's five forces model for analyzing industries and competitors.	**[L4][CO2]**	**[12M]**
9	**a**	Briefly explain how the SWOT analysis and TOWS matrix are used in a newly budding organization	**[L3][CO2]**	**[6M]**
	b	What are the benefits of Organizational Learning to business organizations?	**[L2][CO2]**	**[6M]**
10	**a**	Write a note on the importance of experience in organizational performance.	**[L3][CO2]**	**[6M]**
	b	Compare Organizational Learning and Knowledge Management with suitable examples.	**[L1][CO2]**	**[6M]**

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UNIT –III
STRATEGY FORMULATION

1		Explain corporate level Strategy elaborately in modern business organizations.	**[L4][CO3]**	**[12M]**
2		Explain the information needed for proper formulation of strategy at corporate, business levels.	**[L3][CO3]**	**[12M]**
3		Business units have a choice of three generic strategies. Explain these strategies.	**[L3][CO3]**	**[12M]**
4		Explain about retrenchment strategy and combination strategy used in an organization for profit maximization of a company.	**[L3][CO3]**	**[12M]**
5		Explain in detail the corporate strategy in terms of directional strategies such as Growth, Stability and Retrenchment strategies.	**[L4][CO3]**	**[12M]**
6		How do you formulate a strategy at Business level? Explain it with an example	**[L3][CO3]**	**[[12M]**
7		Elucidate the generic strategic alternatives with suitable example for an organization.	**[L4][CO3]**	**[12M]**
8	**a**	What is an example of a corporate growth strategy?	**[L3][CO3]**	**[6M]**
	b	What are some examples of retrenchment strategy?	**[L3][CO3]**	**[6M]**
9		Discuss the business level strategies of differentiation, low cost and focus. What according to you are the risks and benefits of cost leadership?	**[L3][CO3]**	**[12M]**
10		Differentiate between horizontal and vertical growth strategy. How do they differ from concentric diversification	**[L3][CO3]**	**[12M]**

UNIT –IV
STRATEGY IMPLEMENTATION

1	**a**	Discuss the importance of offensive strategies in business organizations.	**[L2][CO4]**	**[6M]**
	b	Evaluate the effectiveness of offensive strategies in increasing market share.	**[L5][CO4]**	**[6M]**
2	**a**	Illustrate how a company can use defensive strategies during market competition.	**[L3][CO4]**	**[6M]**
	b	Analyze the importance of defensive strategies in modern business organizations.	**[L4][CO4]**	**[6M]**
3		Discuss any four growth strategies of an organization to increase their profits.	**[L4][CO4]**	**[12M]**
4	**a**	Discuss the importance of strategy implementation in organizations.	**[L2][CO4]**	**[6M]**
	b	Explain the steps involved in the strategy implementation process.	**[L2][CO4]**	**[6M]**
5		Illustrate and explain the organizational structure of a multiproduct company. Give suitable examples.	**[L4][CO4]**	**[12M]**
6	**a**	Differentiate Horizontal Integration and Vertical Integration.	**[L2][CO4]**	**[6M]**
	b	Briefly explain Types of Vertical Integration with examples.	**[L3][CO4]**	**[6M]**
7		What are the types of organization structure? Explain its merits and demerits.	**[L4][CO4]**	**[12M]**
8	**a**	Explain the precautions to be taken in resource allocation under strategic management.	**[L3][CO4]**	**[6M]**
	b	Is the implementation of horizontal integration an effective company strategy explained?	**[L4][CO4]**	**[6M]**
9		What is strategic leaders hip? Explain the role of leader in strategic implementation.	**[L3][CO4]**	**[12M]**
10		Explain planning systems for implementation and discuss their importance in organizations.	**[L2][CO4]**	**[12M]**

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UNIT –V
STRATEGY EVALUATION AND CONTROL

1		Explain the role of strategic evaluation and control techniques in business organizations.	**[L3][CO6]**	**[12M]**
2	**a**	What are the steps involved in strategic control?	**[L1][CO6]**	**[6M]**
	b	Strategists and their role in strategic management-Discuss	**[L2][CO6]**	**[6M]**
3	**a**	Explain the steps involved in designing a strategic control system in an organization.	**[L3][CO6]**	**[6M]**
	b	Explain the important requirements for effective strategy control. How to achieve it?	**[L4][CO6]**	**[6M]**
4	**a**	Define strategic audit. What are the types of strategic audit?	**[L2][CO6]**	**[6M]**
	b	Define strategic control. Explain the guidelines for effective strategic control.	**[L3][CO6]**	**[6M]**
5	**a**	Discuss about the strategic control techniques adopted by the business organization.	**[L4][CO6]**	**[6M]**
	b	What is the significance of strategic control and operational control in determining the success of the strategy?	**[L2][CO6]**	**[6M]**
6	**a**	What is strategic control system explain with help of examples?	**[L2][CO6]**	**[6M]**
	b	Explain the concept and need strategic audit. Why it's more difficult in present scenario?	**[L3][CO6]**	**[6M]**
7	**a**	What is Benchmarking? Explain briefly the elements of involved in benchmarking process.	**[L3[CO6]**	**[6M]**
	b	Explain the role of a strategist in evaluating the performance using benchmarking?	**[L3][CO6]**	**[6M]**
8	**a**	Write about the Role of the strategist in evaluation and control of strategic management.	**[L1][CO6]**	**[6M]**
	b	Firm can use benchmarking process to achieve improvement in diverse range of management functions- Elucidate	**[L4][CO6]**	**[6M]**
9		What is Strategic Information System? What ways does it help the management to make informed decisions?	**[L3][CO6]**	**[12M]**
10		Strategy and corporate evaluation and feedback in the Indian context- Elucidate	**[L4][CO6]**	**[12M]**

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