

Dear Students,

This question bank has been designed to help you out for last minute preparation. **Question given in bold are important for exam purpose.** This question bank and questions marked important herein are just for revision purpose and student must cover complete syllabus. Also questions marked important herein is purely based on my judgment and analysis and no assurance about exams.

SM being an analytical and easy subject, I suggest students to cover SM thoroughly. Students can cover complete SM in just 24 pages through special LMR notes. And due to this reason I have listed very few questions here as I suggest students to cover full syllabus.

- 1) What are the task of strategic manager
- 2) Explain Porter's five forces model as to how businesses can deal with the competition
- 3) Explain Characteristics of Global Companies?
- 4) What do you mean by strategy? Is it reactive or pro-active
- 5) What are the approaches to globalization
- 6) In the light of BCG Growth Matrix state the situation under which the following strategic options are suitable:
 - (i) Build (ii) Hold (iii) Harvest (iv) Divest
- 7) Discuss General Electric model of analyzing business portfolio
- 8) What do you mean by INDUSTRY AND COMPETITIVE ANALYSIS? What are the methods of industry and competitive analysis
- 9) What kinds of strategic choices can be identified using TOWS Matrix
- 10) Difference between Strategy formulation and Strategy implementation
- 11) How a corporate culture can be both strength and weakness of an organization
- 12) Explain the concept of value chain analysis
- 13) An important part of strategic management process is implementation of strategy. Discuss the relationship of soundness of strategy with the quality of implementation
- 14) Write a short note on advantages on SBU structure
- 15) Strategic planning and implementation are must for all organizations'. In light of statement discuss the importance of strategic planning
- 16) Explain LINKAGEES BETWEEN STRATEGY FORMULATION AND STRATEGY IMPLEMENTATION
- 17) Relationship between ORGANIZATION AND STRATEGY IMPLEMENTATION
- 18) Successful implementation of any project needs additional funds. What are the different sources of raising funds and their impact on the financial strategy which you as a Financial Manager will consider?
- 19) What do you understand by the term marketing mix? Discuss its various constituents
- 20) What is supply chain management? Is it same as logistics management? Discuss
- 21) What do you mean by merger? Explain Types
- 22) What are acquisitions? Discuss with example of two companies?
- 23) How organisations can deal with strategic uncertainty
- 24) Explain problems in BPR
- 25) Discuss in brief benchmarking process.
- 26) Explain IMPORTANCE/ MAJOR BENEFITS OF STRATEGIC MANAGEMENT

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- 27) Discuss LIMITATIONS OF STRATEGIC MANAGEMENT
- 28) Discuss STRATEGIC MANAGEMENT IN EDUCATIONAL INSTITUTIONS
- 29) Discuss Steps to understand the Competitive Landscape
- 30) Discuss How to build Core Competencies (CC)
- 31) Explain product life cycle.
- 32) Explain Limitations of BCG Matrix
- 33) Discuss SIGNIFICANCE OF SWOT ANALYSIS
- 34) Explain Why do companies go global
- 35) Discuss Major dimensions of strategic decisions
- 36) Discuss elements of a strategic vision
- 37) Explain STAGES IN STRATEGIC MANAGEMENT
- 38) Discuss Characteristics of Expansion strategy.
- 39) Differentiate between Vertically integrated diversification and Concentric diversification
- 40) Explain advantages and disadvantages of Strategic Alliance
- 41) Explain major Reasons for Retrenchment.
- 42) Explain how will you identify the Nature of Rivalry in the Industry
- 43) Discuss Risks in Pursuing Cost Leadership strategy
- 44) Discuss Advantages of Cost Leadership Strategy
- 45) Discuss Advantages of Differentiation Strategy
- 46) Differentiate between Augmented Marketing and Services Marketing
- 47) Explain Synchro-marketing
- 48) Discuss how will you EVALUATING THE WORTH OF A BUSINESS.
- 49) What Question to be raised and solved for an effective logistics strategy?
- 50) Discuss factors responsible for Implementing and successfully running supply chain management
- 51) How will you decide whether Research and Development shall be done by organization itself or outsource it?
- 52) Discuss strategic focus in HUMAN RESOURCE STRATEGY
- 53) Explain Advantages of SBU
- 54) Explain Characteristics of SBU
- 55) Explain Advantages of Matrix structure
- 56) Explain managers role in pushing for good strategy execution.
- 57) Explain APPROACHES TO LEADERSHIP
- 58) Explain Importance of Corporate Culture
- 59) Differentiate between ENTREPRENEUR and INTRAPRENEUR
- 60) Differentiate between STRATEGY FORMULATION and STRATEGY IMPLEMENTATION
- 61) GOOD STRATEGY MAY FAIL IF IT IS NOT IMPLEMENTED PROPERLY, explain.
- 62) Explain Kurt Lewin Change Process
- 63) Explain types of Type of Strategic Control:
- 64) Explain Need of Strategy Audit
- 65) Explain Richard Rumelt's Criteria for Strategy Audit
- 66) Explain Implementation of BPR
- 67) Explain primary activities of THE VALUE CHAIN ANALYSIS
- 68) Explain Problems in BPR