

BA5302 - STRATEGIC MANAGEMENT QUESTION BANK

Part-A (2 Marks)

UNIT- I

1. What is strategic management?
2. What is strategy? Differentiate strategy and tactics?
3. Identify the various features of a strategy.
4. Classify the different types of strategies.
5. Discuss the concept of strategic intent.
6. Interpret planned and reactive strategies.
7. What is meant by corporate governance?
8. Compare strategic fit and leverage.
9. Show your understanding towards environmental scanning.
10. Classify planning.
11. How is ethics related to the strategic management?
12. What is CSR?
13. Explain corporate governance.
14. What are strategic unit and strategic area?
15. Give an example of mission statement.

UNIT- II

1. What is competitive advantage?
2. Identify the 7's in Mc Kinsey frame work.
3. List elements of porter's five forces.
4. What is environmental scanning?
5. Highlight the advantages of national competitive advantage?
6. What is SWOT analysis?
7. Explain differentiation strategy
8. Examine the term distinctive competitive advantage
9. Discuss the meaning of strategic myopia?
10. Explain globalization and industry structure.
11. Define environment
12. Differentiate internal and external environment and its entities.
13. How does a firm acquire competitive cost advantage?

14. What is ETOP, PEST and SAP?
15. Differentiate resources and capability.

UNIT-III

1. What is a strategic alliance?
2. Compare vertical integration with horizontal integration.
3. Mention the various "S" in 7's Mc Kinsey frame work?
4. What is stability strategy?
5. Give your opinion about cost leadership strategy.
6. Define turnaround strategy.
7. Compare harvest and liquidation?
8. Discuss the aspects to be considered before merging.
9. Define the term 'balance score card'
10. Discuss the concept of hostage taking.
11. Explain with examples vertical integration.
12. What is grand strategy
13. What is vertical integration?
14. What do you mean by global compact?
15. Draw the GE 9 Cell Model.

UNIT -IV

1. Define organizational structure.
2. Explain types of structures?
3. Show your understanding on matching structure
4. What are all the types of organizational structure?
5. Categorize the types of power and explain what power is?
6. Is politics part of strategy implementation?
7. What is strategic evaluation?
8. What do you mean by strategic surveillance?
9. List down different types of strategic control.
10. Conclude your understanding on the strategic control cycle.
11. Discuss the techniques of strategic evaluation and control?
12. What are the sources of organizational power?
13. What is resource allocation?

14. Explain strategic budgeting.
15. Define social audit.

UNIT – V

1. What is a lead user?
2. Explain corporate entrepreneurship
3. Identify new models in internet economy
4. Can you assess the importance of entrepreneurial venture?
5. What is innovation in context?
6. List down the factors influencing success of a new venture?
7. Analyze the concept of strategic piggybacking.
8. Why innovation management is critical for?
9. What is a nonprofit organization?
10. Evaluate the characteristics of innovative entrepreneurial culture?
11. What is “Brick and click strategy”?
12. What are the issues in alliances with foreign companies?
13. How technological advancements can be managed?
14. How do you explain the term ‘internet economy’?
15. Mention the role of technology in strategic management.