



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)**

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QUESTION BANK (DESCRIPTIVE)

Subject with Code: Strategic Management (19HS0862)

Course & Branch: B.Tech – CSIT,EEE & MECH

Regulation: R19

Year & Sem: III-B.Tech & II-Sem

UNIT –I

INTRODUCTION TO STRATEGIC MANAGEMENT

1		Define strategic management. Explain in detail about the components of strategic management process.	[L3][CO1]	[12M]
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		Define Strategy. How do you consider that strategic management is a process?	[L2][CO1]	[12M]
4	a.	What is environmental scanning? Write about its underlying factors.	[L1][CO1]	[12M]
	b.	Explain the strategic management, its importance and limitations.		
5		Define and differentiate between vision, mission, goals objectives and policies.	[L2][CO1]	[12M]
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		Why vision and mission statements are important in strategic management?	[L2][CO1]	[12M]
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		Discuss about environmental scanning and explain the process of environmental scanning.	[L3][CO1]	[12M]

UNIT –II
STRATEGIC ANALYSIS AND CHOICE

1		Explain how Porter's Five Force model useful for a company in this modern business competitive world.	[L2][CO2]	[12M]
2		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]
3		Critically examine the efficiency of BCG matrix as a tool of strategy management	[L4][CO2]	[12M]
4	a	What are the components of GE matrix?	[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		Discuss about the Tows matrix with suitable examples.	[L3][CO2]	[12M]
7		Explaining the VRIO Framework .With A Real-Life Example.	[L3][CO2]	[12M]
8		Outline the Significance of Porter's Five Forces Analysis.	[L4][CO2]	[12M]
9		How McKinsey's 7S framework is useful in strategic management?	[L2][CO2]	[12M]
10		Briefly explain how the SWOT analysis and TOWS matrix are used in a newly budding organization	[L3][CO2]	[12M]

UNIT –III
STRATEGY FORMULATION

1		Explain about Corporate level Strategy elaborately.	[L4][CO3]	[12M]
2		Explain the information needed for proper formulation of strategy at corporate, business levels.	[L3][CO3]	[12M]
3	a	Business units have a choice of three generic strategies. Explain these strategies.	[L3][CO3]	[6M]
	b	Elucidate the generic strategic alternatives.	[L3][CO3]	[6M]
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		Elaborate business level strategies with examples.	[L3][CO3]	[12M]
7	a	In which situation retrenchment strategy is used?	[L1][CO3]	[6M]
	b	What is an example of a corporate growth strategy?	[L1][CO3]	[6M]
8	a	Which companies use stability strategy?	[L1][CO3]	[6M]
	b	What is combination strategy and example?	[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		What are the some examples of offensive strategies?	[L4][CO4]	[12M]
2		Explain briefly defensive strategies with suitable examples.	[L3][CO4]	[12M]
3		Discuss any four growth strategies of an organization to increase their profits.	[L4][CO4]	[12M]
4		Write a notes on: a. Vertical integration b. Horizontal integration.	[L1][CO4] [L1][CO4]	[6M] [6M]
5		Illustrate and explain the organizational structure of a multiproduct company. Give suitable examples.	[L4][CO4]	[12M]
6		Differentiate Horizontal Integration and Vertical Integration.	[L4][CO4]	[12M]
7		What are the types of organization structure? Explain its merits and demerits.	[L4][CO4]	[12M]
8		“Resource Allocation is a vital part of strategy” why this is vital?	[L3][CO4]	[12M]
9		What is strategic leadership? Who is strategic leader?	[L1][CO4]	[12M]
10		How to implement management of change in the workplace?	[L4][CO4]	[12M]

UNIT –V
STRATEGY EVALUATION AND CONTROL

1		What are the salient techniques of strategic evaluation and control?	[L3][CO6]	[12M]
2		What are the steps involved in strategic control?	[L1][CO6]	[12M]
3		Explain the steps involved in designing a strategic control system in an organization.	[L3][CO6]	[12M]
4		Define strategic audit. What are the types of strategic audit?	[L2][CO6]	[12M]
5		Discuss about the strategic control techniques adopted by the business organization.	[L4][CO6]	[12M]
6	a	What is strategic control system explain with help of examples?	[L3][CO6]	[6M]
	b	How do you maintain the strategic control successfully?	[L1][CO6]	[6M]
7		What is Benchmarking? Explain the role of a strategist in evaluating the performance using benchmarking?	[L4][CO6]	[12M]
8		Write about the Role of the strategist in evaluation and control of strategic management.	[L1][CO6]	[12M]
9		What is Strategic Information System? What ways does it help the management to make informed decisions?	[L3][CO6]	[6M]
10		Explain the strategy and corporate evaluation and feedback in the Indian context.	[L4][CO6]	[12M]

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