



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

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**QUESTION BANK (DESCRIPTIVE)**

**Subject with Code: STRATEGIC MANAGEMENT (16MB737)  
Year & Sem: IYear II-Sem Regulation: R16**

**Course & Branch: MBA**

**Unit-1**

**Introduction to strategic management**

1. Define Strategy. How do you consider that strategic management is a process?
2. Corporate planning is not synonymous with long range planning." Why? Discuss.
3. Explain about kind of factors that shape a company's strategy.
4. What is environmental scanning? Write about its underlying factors
5. (a) What is strategy?  
(a) Discuss the nature and significance of strategic management.  
(b) What are the factors responsible for an effective strategy?
6. (a) What do you mean by core competence?  
(b) Discuss the process of preparing a strategy for competitive advantage using core competence.
7. Explain strategic management process.
8. Describe strategic management and environmental analysis
9. Differentiate mission and objectives of an organization. How do you formulate the goals of a manufacturing organization?
10. How do you craft a strategy for competitive advantage? Give an instance

**Unit-2****Strategic Analysis and choice**

1. (a) What is BCG matrix? What are its uses and limitations  
(a) What is GE 9 cell matrix?
2. Explain the chief properties of BCG matrix.
3. What is selection of matrix? Explain
4. Explain SWOT analysis.
5. What is the difference between internal and external environment?
6. Explain the concept of competitive advantage.
7. Discuss the frame work of industry analysis.
8. Discuss Michael Porter's analysis.
9. Write about the differences between SWOT Analysis and TOWS Matrix.
10. Explain about Organizational analysis, and the value chain analysis

### Unit-3

#### Strategy Formulation

1. Bring out the differences between concentric diversification and conglomerate diversification.  
How would you evaluate the two as strategic alternatives?
2. Explain the significance of strategy formulation.
3. Discuss the steps in implementation of strategy.
4. What are the differences between strategy formulation and its implementation?
5. What is strategic management? Explain the process of strategy formulation
6. Differentiate between horizontal and vertical growth strategy. How do they differ from concentric diversification?
7. How do you formulate a strategy at corporate level? Explain it with an example.
8. How do you formulate a strategy at Business level? Explain it with an example.
9. How do you formulate a strategy at functional level? Explain it with an example.
10. Explain about strategy alternatives by its way of approachability.

**Unit-4****Strategy Implementation**

1. What is the role of leadership in strategic management? Illustrate your answer taking a few contemporary examples
2. What are the types of strategies that you learnt from Strategic management?
3. What is strategic leadership?
4. Explain the precautions to be taken in resource allocation under strategic management.
5. What is procedural implementation?
6. What do you mean by strategy implementation? What are the important issues involved in it.
7. “Resource Allocation as a vital part of strategy” why this is vital?
8. What are planning systems for implementation of strategy?
9. Explain about Tailoring strategy to fit specific industry and company situations
10. Write about
  - (a) Offensive strategy
  - (b) Defensive strategy
  - (c) vertical integration
  - (d) horizontal strategy

**Unit-5****Strategy Evaluation and Control**

1. Discuss the most appropriate methodology for evaluation of strategy
2. What is a diversification strategy?
3. List out the types of diversification strategies.
4. Compare and contrast vertical integration and conglomerate diversification strategies.
5. Define strategic control. Explain the guidelines for effective strategic control.
6. What are the functions under strategic surveillance?
7. What is strategic control? Discuss the purpose of strategic control.
8. Write short notes on:
  - (a) Transactional versus Transformational leaders
  - (b) Strategic audit
  - (c) Technology transfer
9. Explain about Strategy and Corporate Evaluation and feedback in the Indian and international context.
10. Write about the Role of the strategist in evaluation and control of strategic management.

Prepared by:  
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