



MUTHAYAMMAL ENGINEERING COLLEGE

(An Autonomous Institution)

(Approved by AICTE, New Delhi, Accredited by NAAC & Affiliated to Anna University)



Rasipuram - 637 408, Namakkal Dist., Tamil Nadu

DEPARTMENT OF MANAGEMENT STUDIES QUESTIONS BANK

19MBB08- STRATEGIC MANAGEMENT

UNIT-I

PART – A

1. What do you understand “strategy”?
2. Distinguish between programs and procedures.
3. Define Policy.
4. What do you mean by Vision?
5. Recall the elements of strategic Intent.
6. State the Difference between “Mission *Versus* Purpose”.
7. Differentiate between Goals and objectives.
8. Outline “strategic decision making”
9. Define “strategy implementation”.
10. List out the issues in strategic decision making.

PART –B

11. i. Describe strategic management model.
ii. Examine “strategic decision making”. Explain the issues in strategic decision making.
12. i Explain in detail about strategic conceptual framework.
ii. Define strategic management? Give its conceptual framework.
13. i. Identify the different elements of strategy? Give the hierarchy of Strategy.
ii. Describe strategic formation model.
14. i. Discuss the difference between strategy and policy.
ii. Briefly explain about elements of strategic intent.
15. i. Define vision. And also explain the features of vision.
ii. Describe the guidelines for formulating the mission and significance of mission. .

UNIT-II

PART – A

1. Define corporate strategy.
2. List out the various strategy.
3. Write any two types of competitive tactics.
4. What is a generic competitive strategy?
5. Recall the concept of internalization strategy.
6. Tell the various risks in diversification?
7. List out the limitations of business strategy.
8. Give Outline to polycentric orientation?
9. What do you meant by strategy alliance?
10. List out the types of diversification strategy.
11. Write any three advantages of diversification strategy.

PART – B

11. i Define corporate strategy. Discuss the objectives and significance of corporate strategy.
ii. What is stability strategy? Explain the reasons to pursue stability strategy and the types of stability strategy.
12. i Describe about expansion strategy. Also explain the types of expansion strategy.
ii. Define business level strategy and explain its types.
13. i. State the meaning of retrenchment strategy. Also elaborate the types of retrenchment strategy
ii. Write a detailed note on types of differentiation strategies with suitable example.
14. i. Write a detailed note on Advantages and disadvantages of differentiation strategies with suitable example.
ii. Describe about strategy alliance. Also explain the types.
15. i. Write a detailed note on Advantages and disadvantages of strategic alliance.
ii. Discuss the types of corporate strategy.

UNIT-III

PART – A

1. What is core- competency?
2. Define strategic Group.
3. Recall the concept of Competitive intelligence.
4. What do you mean by business environment?
5. Define Competencies.
6. State the techniques to prepare ETOP analysis?
7. Write short notes on VRIO Framework.
8. What do you understand capability?
9. List out the determinants of competitive advantage.
10. What are the components of porters five forces model?

PART – B

11. i. What are the basic components of business environment?
ii. What is internal Analysis? Discuss various techniques of internal analysis.
12. i. Briefly explain about Porter's five forces model.
ii. What is internal Analysis? Write down briefly frame work for internal appraisal.
13. i. What is business environment? Write about its nature.
ii. What do you mean by resources? What are the different types of resources? How the power of resources can be analyses?
14. i. What do you mean by strategic groups? How an aviation industry can use strategic group tool.
ii. What are the different elements of distinctive competence? Give the methods of building distinctive competence.
15. I. Define organization capabilities. Discuss the organization capabilities factors.
ii. How competitive advantage can be achieved through low cost and differentiation.

UNIT-IV

PART – A

1. What is strategic analysis?
2. Define strategic Choice.
3. What do you meant by gap Analysis?
4. State the uses of 7s model framework.
5. List out the perspectives of balanced score card.
6. What are the elements of Gap analysis?
7. List out the steps in strategic choice.
8. What are the tools for strategic analysis?
9. Write any four merits of BCG matrix
10. Differentiate between harvest/Divest zones in GE9 cell model?

PART-B

- 11.i.Explain the process and benefits of strategic analysis and choice.
ii.Discuss in detail the tools of strategic analysis and choice.
- 12.i. Write a note on McKinsey's framework and BCG matrix.
ii.Discuss about GAP analysis with example.
- 13.i.Explain BCG Growth-Share Matrix.
ii.Discuss the importance of Environmental threat and opportunity profile (ETOP).
- 14.i.Explain GE 9 cell model and derive its importance.
ii.Describe the market life cycle model with right illustrations.
- 15.i.Elaborate the perspectives of Balance scorecard.
ii.What is corporate portfolio analysis? Explains the stages of corporate development

UNIT-V

PART-A

1. Define strategy implementation.
2. What do you mean by resource allocation?
3. List the various roles of organizational structure.
4. What is strategic control?
5. Write the importance of organizational structure.
6. Recall the stages of organizational life cycle.
7. List out the approaches for designing organizational structure.
8. Differentiate Proactive and Reactive changes.
9. Record –“Reassessing Goals”.
10. What is benchmarking?

PART-B

- 11.i.Explain the nature and processes for strategy implementation.
ii.Explain resource allocation and mobilization playing a vital role in strategy implementation.
- 12..iDescribe the different aspects and barriers in strategy implementation.
ii.Enumerate the key mechanisms used in designing organizational structure.
- 13.i.Describe the process involved in strategic control systems.
ii.What do you mean by strategy evaluation? Explain the steps involved in it.
- 14.i.Enumerate the techniques involved in strategic evaluation and control.
ii.Describe the problems faced by organizations in functional implementation.
- 15.i.Explain the types of organizational structure.
ii.Describe the nature of strategic evaluation and control.