

STRATEGIC MANAGEMENT –PCM704S

QUESTION BANK

SUBJECT HANDLE BY

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I – M.COM

SECTION – A (6 MARKS)

1. State the concept of Strategic Management?
2. Explain the Functional level strategy?
3. What is the significant in Environmental Appraisal?
4. Write a note on Social-cultural Environment?
5. Mention the Role of Strategic Intent?
6. What are the use of Strategic Planning
7. Explain the elements the Strategic Management
8. Discuss the Essential characteristics of Mission statement?
9. Explain SWOT analysis?
10. State the various issues in Strategic Implementation?
11. Write the meaning Vision, Mission and Objectives?
12. In what way Strength and Weakness of an organization should be measured?
13. Describe the overview of the evolution in strategic management?

14. Explain the features of Strategic Management?
15. What is the Formulation strategy?
16. What are the types of Expansion strategy?
17. Explain Strategic leadership and Decision making?
18. Explain the benefit of Strategic Management?
19. Explain Industrial Analysis?
20. Explain Internal scanning?
- 21 Explain about the BCG matrix and its role in strategic formulation?
22. Explain Management Buyout?
23. Explain Growth strategy?
24. Explain Disinvestment strategy?
25. Explain Premises control?
26. Explain Portfolio Analysis?
27. Explain Functional strategy?
28. Explain Staffing?
29. Explain Leading?

SECTION- B (15 MARKS)

1. Discuss in detail the components of Strategic Management?
2. Explain Approaches of Strategic Management decision making?
3. Discuss the significance of Environmental scanning?
4. Illustrate the Porter's five forces model?
5. Discuss the various issues in Strategic Implementation?
6. What do you mean strategic evaluation and explain various techniques of strategic evaluation control?
7. Explain the various levels at which in strategy may exists in the organization
8. Explain the why Environmental Analysis is necessary in strategic management?
9. Discuss the steps in corporate planning?
10. Explain the strategic management process?
11. What are the different types of the firms face it?
12. What are the criteria used to determine the corporate strength and weakness?
13. Write in detail about SWOT analysis?
14. What are your views on strategic management in Indian software companies?

15. Discuss various ethics and social responsibilities in strategic management?
16. Discuss in detail strategic management in different context?
17. Explain about the Stakeholder's theory?
18. Explain about Cyert and March's behavioral theory?
19. Explain strategic Alliances?
20. Explain Portfolio Analysis?
21. Explain functional strategy?
22. Discuss in details about the MBO?
23. Discuss in detail about TQM?
24. Discuss about Acquisition and Joint venture?
25. Discuss in detail about Strategic surveillances?
26. Discussing detail about various evolution techniques?
27. Explain detail the various issues in the Technology and Innovation?