

ABC ANALYSIS IN STRATEGIC MANAGEMENT

Note: This classification is made keeping in mind NOV 2008 exams of PCC.
The classification may change for May 2009 exams (minor modifications).

CHAPTER 1 - BUSINESS ENVIRONMENT

- A. category:** Q.NO: 27, 29, 30
- B. category:** Q.NO: 9, 11, 12, 13, 25
- C. category:** Q.NO: 3, 4, 5, 6, 7, 8, 10, 14, 15, 16, 17, 18, 19, 23, 24, 26

2 Mark Questions:

1. Business and its Objectives
2. Business function in an isolated manner. Comment.
3. Micro Environment.
4. Macro Environment.
5. Multinational Company.
6. Kieretsus.
7. Super National Enterprise.

CHAPTER 2 STRATEGIC MANAGEMENT PROCESS

- D. category:** Q.NO: 3, 6, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24
- E. category:** Q.NO:
- F. category:** Q.NO: 4, 5, 7, 8, 9, 10, 11, 12, 26, 28

2 Mark Questions:

1. Business Policy as a discipline.
2. Strategy (or) Businesses have to respond to hostile environment with strategy.
3. Various Strategy Levels in an organisation.
4. Strategic Management and its objectives.
5. Strategic Vision.
6. Mission Statement.
7. According to peter Drucker, every organisation must ask an important question "What business are we in?" – comment.
8. Objectives.

CHAPTER 3 STRATEGIC ANALYSIS

- A. category:** Q.NO: 8,9,16,17,20,23,25,26,29
- B. category:** Q.NO: 1,15
- C. category:** Q.NO: 4, 6,7,18,19,22,27

2 Mark Questions:

1. Elements to be considered in conducting a strategic " Situational" Analysis.
2. Various factors to be evaluated in Strategic Analysis.
3. Factors should be considered in analyzing the Key Industry's Traits.
4. Strategic groups.
5. Competitive Intelligence.
6. Key Success Factors for competitive success.
7. Process of identifying the key success factors of an industry.
8. Prospects and Financial Attractiveness of an industry.
9. SWOT Analysis
10. TOWS Matrix
11. Portfolio analysis in the context of Strategic Management
12. Important concepts in the context of Portfolio Analysis.

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CHAPTER 4 STRATEGY FORMULATION

- A. category:** Q.NO: 2, 16, 33, 43, 44, 46, 66, 67
B. category: Q.NO: 17, 19, 20, 53, 59, 65, 68
C. category: Q.NO: 3, 4, 5, 6, 8,9, 10, 11, 13, 14, 15, 21, 22, 24, 25, 27, 28, 29, 31, 38, 42, 49, 50, 51, 54, 55, 56, 57, 58, 60, 63, 64, 69, 70

2 Mark Questions:

1. Strategy is partly pro – active and partly reactive.
2. Balanced Score Card Approach in setting objectives.
3. Strategic Intent.
4. Michael porter's Generic Strategies.
5. Cost Leadership Strategy.
6. Differentiation strategy.
7. Focus Strategy.
8. Best Cost Provider strategy.
9. Market Penetration in the context of intensification strategy.
10. Market Development in the context of intensification strategy.
11. Product Development in the context of intensification strategy.
12. Vertical and Horizontal integration Diversification.
13. Concentric Diversification.
14. Conglomerate Diversification.
15. Expansion through Mergers and acquisitions.
16. Retrenchment Strategy.
17. Turnaround Strategy.
18. Divestment Strategy.
19. Liquidation Strategy.
20. Value Delivery Network in the context of marketing strategy.
21. Marketing Process.
22. Market Segmentation.
23. Market Targeting.
24. Market Positioning.
25. Marketing Mix.
26. Various Marketing Strategies / Techniques.
27. Logistics Strategy.

CHAPTER 5 STRATEGY IMPLEMENTATION AND CONTROL

- A category:** 1, 2, 5,6,12,19,20,21,22,23,24, 38, 39, 40, 41.
B category: 8, 13, 28, 29.
C category: 3, 4, 7, 9, 10, 11, 14,15,16,17,18,25,26,31,32,33,35,36,37,42,43,44.

2 Mark Questions:

1. Differentiate between Efficiency and Effectiveness.
2. Changes in Strategy often requires changes in structure.
3. SBU.
4. Are all SBUs of a firm totally unrelated – comment.
5. Value chain analysis
6. Core competencies
7. Corporate culture

CHAPTER 6 REACHING STRATEGIC EDGE

- A category:** 3,4,5,6,7,8,11,12,13,14,15,16,17,19,20,22,23
B category: 10, 24.
C category: 2, 9, 18, 25,26,27,28

2 Mark Questions:

1. Business Process
2. Business Process Re-engineering
3. Benchmarking
4. TQM (Total Quality Management)
5. Six Sigma.

For Nov. 2008 Exams. (07/09/2008)