Strategic Management :: Test 1 :: Chapter-1 -2:: 55 mins :: 33 marks

Q. 1 State with reasons which of the following statements is correct / incorrect

a) "Profit may not be a universal objective but business efficiency is definitely an objective common to all business".
b) The term PESTLE analysis is used to describe a framework for analyzing the micro-environmental factors
c) Strategy is a substitute for sound, alert and responsible management.
d) Corporate strategy is basically the growth design of the firm. [4*2 marks]

Q. 2 What are the task of strategic manager [4 marks]

Q. 3 Explain Porter's five forces model as to how businesses can deal with the competition. [4 marks]

Q. 4 Explain Characteristics of Global Companies? [3 marks]

Q. 5 What are the ways of having cooperation under competitive environment. [4 marks]

Q. 6 What do you mean by strategy? Is ir reactive or pro-active. [4 marks]

Q. 7 What are the approaches to globalization. [3 marks]

Q.8 Manifestation of Globalisation

Q.9 Explain CHARACTERISTICS OF BUSINESS ENVIRONMENT

Q.10 What is the RELATIONSHIP BETWEEN ORGANIZATION AND ITS ENVIRONMENT

Q.11 factors are to be considered for the technological environment

Q.12 What are STRATEGIC RESPONSES TO THE ENVIRONMENT

Strategic Management :: Test 3 :: Chapter-3 :: 45 mins :: 24 marks

Q. 1 State with reasons which of the following statements is correct / incorrect

1) "Industry is a grouping of dissimilar firms".
2) Growth share matrix is popularly used for resource allocation.
3) A strength is an inherent capacity of an organization.
4) "B" in BCG Matrix stands for balance. [4 X 2 marks]

Q. 2 In the light of BCG Growth Matrix state the situation under which the following strategic options are suitable: (i) Build (ii) Hold (iii) Harvest (iv) Divest [4 X 1 Mark]

Q. 3 Discuss General Electric model of analyzing business portfolio. [4 Marks]

Q. 4 What do you mean by INDUSTRY AND COMPETITIVE ANALYSIS? What are the methods of industry and competitive analysis? [4 Marks]

Q. 5 What kinds of strategic choices can be identified using TOWS Matrix? [4 Marks]

Strategic Management :: Chapter-6 :: 45 mins :: 25 marks

Q. 1 State with reasons which of the following statements is correct / incorrect:

(a) "Efficiency and effectiveness mean the same in strategic management"

(b) SBU concepts facilitate multi-business operations.

(c) A corporate culture is always identical in all the organisations.

(d) "Resistance to change is an impediment in building of strategic supportive corporate culture" [4*2 marks]

Q. 2 Difference between Strategy formulation and Strategy implementation. [3 marks]

Q. 3 How a corporate culture can be both strength and weakness of an organisation? [3 marks]

Q. 4 Explain the concept of value chain analysis. [4 marks]

Q. 5 An important part of strategic management process is implementation of strategy. Discuss the relationship of soundness of strategy with the quality of implementation. [4 marks]

Q. 6 Write a short note on advantages on SBU structure. [3 marks]

Q.7 'Strategic planning and implementation are must for all organizations'. In light of statement discuss the importance of strategic planning.

Q.8 Explain LINKAGEES BETWEEN STRATEGY FORMULATION AND STRATEGY IMPLEMENTATION

Q.9 Differentiate Strategic Planning & Strategic Implementation.

Q.10 Relationship between ORGANIZATION AND STRATEGY IMPLEMENTATION

Strategic Management :: Chapter-4-5 :: 55 mins :: 35 marks

Q. 1 State with reasons which of the following statements is correct / incorrect:

(a)Market penetration ignores competition.

(b) Skimming means keeping price very low.

(c) Augmented marketing is provision of additional customer services and benefits.

(d) Vertical diversification integrates firms forward or backward in the product chain.

(e) Liquidation is the last resort option for a business organisation.

(f) The first step of strategy formulation in strategic management model is to undertake internal analysis. [7 x 2 Marks]

Q. 2 Successful implementation of any project needs additional funds. What are the different sources of raising funds and their impact on the financial strategy which you as a Financial Manager will consider? [4 marks]

Q. 3 What do you understand by the term marketing mix? Discuss its various constituents. [4 marks]

Q. 4 What is supply chain management? Is it same as logistics management? Discuss. [3 marks]

Q. 5 What do you mean by merger? Explain Types. [4 marks]

Q.6 What are acquisitions? Discuss with example of two companies? [3 marks]

Q. 7 How organisations can deal with strategic uncertainty? [3 marks]

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