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CH:1

RANK: A

1. Importance of strategic managment

2. Limitations of strategic managment.
[CTC]

3. Explain : Partly proactive Partly Reactive

Rank: B

1. Strategic managment is not for NPO's & NGO's

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CH:2

RANK: A

1. BCG: Growth matrix
2. Ansoff's product matrix chart
3. GE model
4. SWOT Analysis
5. TOWS MATRIX
6. Globalization
7. Experience curve
8. Product life cycle:
9. Value chain (Porter's) [Hint: Inbound v/s Outbound]
10. Competative landscape
11. How to build core competence?
[Hint: CC must be valuable, rare, difficult to copy & non-substitutable]

Rank: B

1. competative advantage have limited lifespace? eg: Durability, Transferibility
2. Value Creation
3. Factors that change regularly in external environment
[Pg 2·10]
4. Dominant features of industry.
~~AD~~ ADL Matrix
5. Managment linkages
(what are linkages between primary & support activities).

CH: 3

RANK: A

1. Dimensions of strategic managment / strategic decisions

2. Explain VIMOSA?
   - vision
   - mission

3. short v/s long term objectives

4. stages in strategic managment. (DEFIS)
   - Developm
   - Formulation
   - Implementation
   - Enviroumental

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Rank A, B, C

Questions:

CH: 4

RANK: A

1 Corporate level strategies:

2. Action plan for turnaround strategies
Hint (One last chance)
- Asses current problem
- develope plan
- Impliment & Emergency plan
- Re-structure the business
- Return to normal

3. People mix V/s Product mix (2 marks)
Hint [People mix = Reward V/s Punishment
Product mix = Positioning of Product

4. Conglomerate diversification: (completely differen
Videocon – 1) Electronics
2) Telecommunication

5. Characteristics of stability strategy.

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RANK: B

1. Characteristics of GROWTH strategy.

2. Intensification V/s Diversification.
$\boxed{\text{Pg: 4.7}}$

3. Concentric Diversification
Hint: [Razor-Blade, Printer Ink, Camera-Films]

4. Forward V/s Backward Integration
eg: Hospitality services ties up with ambulance services)
i.e backward

eg.
5. Retrenchment strategies:

RANK: C

1. Combination strategies

2. Explain the statement
"Dead business is more than alive"
It is liquidation strategy.

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CH: 5

RANK: A

1. Best cost strategy.
2. Focus strategy
   - Focus cost (Walmart)
   - Focus differenciation (Apple)
3. Advantages of cost leadership strategies (Pg 5.11)
4. Barriers to new entrance. (Most imp)

RANK: B

1. Competition among rivals becomes cutthroat in certain situations (Pg 5.6)
2. Buyers Bargain power v/s suppliers Bargaining Power (2M)
3. Who are customers (2M)

RANK: C

1. ~~Effi~~ Entire differenciation strategy
2. How to achieve differenciation [PUFBITE]

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CH:6

RANK: A

1. Short note on marketing mix.

2. ~~Hidden que~~ Reasons why functional strategies are required [Pg: 6.3]

3. Advertisment V/s Publicity (2M)

4. Expanded marketing mix (7 P's)
[People, Place, Product, Price, Promotion Process, Physical evidence]

5. Define (100% question) either in Q1 or Q:7

- Augmented marketing
- synchro marketing
- De-marketing
- Relationship marketing

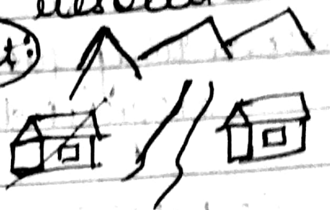
6. How to evaluate net worth [Pg: 6.15]
[तीन में तीन]

7. ~~Ran~~

Rank: B

1. What factors of employee (HR) to achieve competative advantage [CART]

2. Role of human resource manager.
   Hint:



3. Research and development strategy:

Technology change \ Market growth	Fast	low
Fast	O Outsource	O ~~Inhouse~~ Outsource
low	O Outsource	I Inhouse

O / I
Outsource / Inhouse

4. Is logistics managment same as supply chain managment?

$\boxed{\text{ANS: NO}}$ NOV'18

RANK: C

1. Projected financial statements.
2. Various financial strategies (Pg 6.12)

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CH:7

RANK:A

1. Hour Glass structure.
2. Roles & Responsiblites of "strategic leader"
   [Both Ques: are different]
3. [Recently Asked Ques]: Is a culture Ally or Obstacle?
4. Difference between Entrepreneur & Intrepreneur
   [MR ROD CV]
   - Managment of Resources
   - Risk taking Ability
   - Responsible for P/L
   - Oppurtunites are recognized
   - Decision taking of making a prod'
   - Company starting
   - Value to customer

RANK:B

1. Short note on SBU: [Video Refer]
2. Chandler's strategic structure relationshi
   Pg 7.4 [Summary of SM].
3. Matrix structure [Refer video]

RANK:C

1. Network structure [Refer Video]

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CH:8

* **RANK: A**

1. Kurt lewin's model of change.

2. Forward linkage V/s Backward linkage.
(2M)

Ans:

*Forward linkages (F to I

- While forming a strategy if organ^z structure has to be changed this linkage is called forward linkage.
- It holds a forward impact.
- Implementation changes because of formulation

*Backward linkage:

- While Implementing of strategy various problems are raised in this situation strategy has to redesigne It has backward effect. impact

3. Strategic formulation V/S Implementation. (Pg 8.5) 4Marks.

4. Effectivness V/s Efficency.
5. Business Process re-engineering
6. BENCHMARKING:

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RANK: B

1. Strategic audit:
[6M] topic

Ans: The ~~centre~~ core of strategic AUDIT, lies on following.

1. How well the strategy is working?
2. How well the strategy will work in future?
3. Is there any need of change?
4. How urgently change has to be Implemented.

★ Need of strategic audit:

1. Strategic audit is required when performance of organization is negative
eg: (Loss, Neg. cash Flow)

2. When goals are not achieved.

3. When external environment gets change.

★ Strategic audit Includes three basic activites:
1. Study existing strategy.
2. Compare actual and expected result.

3. Taking corrective actions.

Richard Rumelt's criteria for strategy audit:-

1. Consistency:
It means that strategy ~~should~~ is inconsistence with goals & policy.
There are 3 guidlines:
(A) If managerial problem continues despite of change in personal the problem must be issue based rather than people based.

(B) If problem in org² are continuously brought to the notice of top mangt strategies may be incoexistence.

(C) If success of one org² department result into failure of another department, strategies maybe incosistence.

2. Consonance:
A strategy must represent an adoptive response to external enviournment. One difficulty in matching firms key Internal and external factors in formulation of strategy is that "Most trends are the result of interaction

among another trend".

3. Feasibility:

Before forming strategy strategist must ensured availability of resources.

the resources may be physical, financial & human.

sometimes lack of resources & planning leads to ~~their~~ strategy failure.

2. strategic control: