

Smart study for strategic management (SM)

- YOU can score **18 marks** by studying One chapter **FORMULATION & IMPLEMENTATION OF STRATEGIES**
- For getting **24 mark** out of 30 you have to prepare 2 chapters **FORMULATION & IMPLEMENTATION OF STRATEGIES** and **STRATEGIC ANALYSIS & STRATEGIC PLANNING**

Question number 9 in each & every question paper will be from the chapter **FORMULATION & IMPLEMENTATION OF STRATEGIES** so attempt question number 9 in exam u can score 16 marks from that

Some important topics repeatedly asked in exam

1. Business process re engineering BPR
2. Strategy, strategic management, strategic planning
3. Organizational structure like Matrix, SBU etc
4. Strategic management intro MISSION, VISION, OBJECTIVE
5. Strategic analysis, strategic planning, SWOT, portfolio, BCG matrix