

QUESTION BANK

Course Code: 301
Course Name: Strategic Management

Unit 1: Understanding Strategy

Sr. No	Question Type	Question	Marks
1	REMEMBERING (Define / Duplicate / / List / Memorize // Repeat / State)	1) Define Concept of strategy. 2) Define Strategic Management. 3) List characteristics of Strategic Management. 4) State stages in Strategic Management. 5) Define Concept of tactics. 6) Define Concept of Vision 7) State objectives to vision statement 8) List Characteristics of good vision statements. 9) Define Concept of Mission 10) State objectives to mission statement. 11) List Characteristics of good mission statements. 12) Define Business using Abell's three dimensions.	2
2	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe Levels of Strategy - Corporate, Business and Functional. 2) Discuss Strategic Management - Meaning and Characteristics. 3) Classify Distinction between strategy and tactics. 4) Explain Strategic Management Process. 5) Identify Roles of stakeholder in strategic management. 6) Recognize Strategic Intent – meaning, hierarchy and attributes.	5
3	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Classify between vision & mission statement. 2) Discuss Abell's three dimensions. 3) Identify Objectives and goals to mission & vision. 4) Explain Critical success factors (CSF). 5) Describe Key Performance Indicators (KPI) 6) Discuss Key Result Areas (KRA). 7) Recognize Components of a strategic plan.	5
4	APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)	1) Execute role of Stakeholders in business and in strategic management. 2) Interpret Porter's Five Forces Model of competition. 3) Demonstrate Entry & Exit Barriers.	10

5	ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)	1) Analyze Company's External Environment: Environmental appraisal. 2) Analyze Industry Environment: Industry Analysis.	10
6	CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)	1) Design Scenario plan for analyzing Company's External Environment. 2) Develop Scenario plan for an Environmental Threat and Opportunity Profile (ETOP).	10

QUESTION BANK
Course Code: 301
Course Name: Strategic Management
Unit 2: Analysing Company's Internal Environment

Sr. No	Question Type	Question	Marks
1	REMEMBERING (Define / Duplicate / / List / Memorize // Repeat / State)	1) Define competitive advantage. 2) Define competitive parity. 3) Define competitive disadvantage. 4) Define Core Competence. 5) Define Concepts of stretch. 6) Define Concepts of leverage. 7) Define Concepts of fit. 8) Define Distinctive competitiveness	2
2	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe types & sources of competitive advantage. 2) Describe types & sources of competitive parity. 3) Describe types & sources of competitive disadvantage. 4) Explain characteristics of core competencies.	5
3	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe VRIO Framework. 2) Discuss primary & secondary activities in Value Chain Analysis Using Porter's Model. 3) Identify ways of resource leveraging.	5
4	APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)	1) Interpret Business Portfolio Analysis using BCG Matrix. 2) Execute Business Portfolio Analysis using GE 9 Cell.	10
5	ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)	1) Analyze Company's Internal Environment: Resource based view of a firm. 2) Analyze Company's Resources and Competitive Position. 3) Examine Value Chain Analysis Using Porter's Model. 4) Test Benchmarking as a method of comparative analysis.	10

6	CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)	1) Design Organizational Capability Profile: Strategic Advantage Profile for any MNC organization.	10
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Unit 3: Generic Competitive Strategies

Sr. No	Question Type	Question	Marks
1	REMEMBERING (Define / Duplicate / List / Memorize / Repeat / State)	1) Define generic competitive strategies. 2) Define low-cost strategy. 3) Define differentiation strategy. 4) Define focus strategy. 5) Define grand strategy. 6) Define stability strategy. 7) Define growth strategy. 8) Define diversification strategy.	2
2	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe retrenchment strategy. 2) Explain turnaround strategy. 3) Discuss divestment strategy. 4) Describe liquidation strategy. 5) Explain outsourcing strategies.	5
3	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe vertical integration strategies. 2) Discuss Mergers and its types. 3) Explain Acquisition and its types. 4) Discuss takeover Strategies. 5) Explain Strategic Alliances & Collaborative Partnerships.	5
4	APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)	1) Execute Retrenchment strategies with example. 2) Demonstrate Turnaround Strategies with example. 3) Interpret Divestment Strategies with example. 4) Demonstrate Liquidation Strategies with example. 5) Demonstrate Outsourcing Strategies with example.	10
5	ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)	1) Differentiate between merger and acquisition. 2) Compare and contrast Strategic Alliances & Collaborative Partnerships.	10

6	CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)	1) Design outsourcing strategy for MNC company. 2) Investigate when to use Low cost, Differentiation and Focus strategy.	10
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QUESTION BANK
Course Code: 301
Course Name: Strategic Management
Unit 4: Strategy Implementation

Sr. No	Question Type	Question	Marks
1	REMEMBERING (Define / Duplicate / / List / Memorize // Repeat / State)	1) Define Strategy Implementation. 2) List Mintzberg's 5 Ps. 3) List Mc Kinsey's 7s Framework. 4) Deliberate Strategy 5) Emergent Strategy	2
2	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe Mintzberg's 5 Ps. 2) Discuss Mc Kinsey's 7s Framework. 3) Explain Business Continuity Planning 4) Describe Balanced scorecard.	5
3	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe entrepreneurial organization. 2) Explain functional organization. 3) Discuss divisional organization. 4) Describe SBU organization. 5) Explain Matrix organization. 6) Discuss network structures organization. 7) Describe Cellular/ Modular organization.	5
4	APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)	1) Interpret Strategy Implementation: Barriers to implementation of strategy. 2) Strategy Evaluation: Operations Control and Strategic Control	10
5	ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)	1) Differentiate organizational design for stable Vs. turbulent environment. 2) Examine Symptoms of malfunctioning of strategy.	10

6	CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)	1) Design Changing Structures & Processes: Reengineering & strategy implementation – Principles of Reengineering. 2) Construct Balanced scorecard for strategy evaluation of MNC company.	10
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QUESTION BANK
Course Code: 301
Course Name: Strategic Management
Unit 5: Blue Ocean Strategy

Sr. No	Question Type	Question	Marks
1	REMEMBERING (Define / Duplicate / / List / Memorize // Repeat / State)	1) Define blue ocean strategy. 2) Define red ocean strategy. 3) Define Strategy Canvass. 4) Define Virtual Value Chain. 5) Define triple bottom line.	2
2	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Describe principles of blue ocean strategy. 2) Discuss Sustainability & Strategic Management.	5
3	UNDERSTANDING (Classify / Describe / Discuss / Explain / Identify / Locate / Recognize / Repeat / Select / Translate)	1) Classify Strategy Canvass & Value Curves. 2) Describe Four Action framework. 3) Explain people-planet-profits.	5
4	APPLYING (Execute / Implement/ Solve / Use / Demonstrate/ Interpret / Operate / Schedule / Sketch)	1) Demonstrate meaning & components of business models. 2) Interpret Threats to sustainability for MNC company.	10
5	ANALYSING (Differentiate / Organise / Relate / Compare / Contrast / distinguish / Examine / Experiment / question / test)	1) Difference between blue & red ocean strategies. 2) Relate E-Commerce Business Models and Strategies. 3) Examine Integrating Social & environmental sustainability issues in strategic management	10
6	CREATING (Design / Assemble / Construct / Conjuncture / Develop / formulate / Author / Investigate)	1) Design new business models for Internet Economy. 2) Construct Internet Strategies for Traditional Business.	10

