

# **BVM COLLEGE OF MANAGEMENT EDUCATION**

Question Banks

MBA 4 Semester

**Compulsory Paper**

**Strategic Management (M.B.A. - 401) Compulsory paper**

## **UNIT-1**

### **Short answers**

1. What is Strategic management? Define it.
2. What are the different levels at which strategy operates
3. Discuss limitations of strategy in brief.
4. Define objectives? Discuss issues in objectives setting.
5. Draw a model of strategic management process

### **Long answers**

1. Discuss the functions of senior management with regard to strategic decision making
2. Discuss various activities performed under strategic management process?
3. What is the different paradigm shift strategic management has been seen in the course of its historical evolution?
4. Discuss vision? What are the benefits of having a vision?
5. What is mission? How are mission statement formulated and communicated?

## **UNIT- 2**

### **Short answers**

1. What is SAP? Mention SAP program of two companies?
2. What is strategic Budget?
3. What is corporate analysis?
4. Wright the importance of environmental scanning?
5. What are scanning functional resources?

### **Long answers**

1. Explain the concepts of ETOP with example (any two)
2. Define the term Environmental scanning in briefly?
3. What is strategic budget & audit? Give any recent example of audit of any company?
4. What is corporate analysis? How does it impact any business enterprises?
5. Define the concept of SAP & OCP?

## **UNIT-3**

### **Short answers**

1. Wright a short note on GE 9 Cell.
2. Mention the elements of Porters 5 force model?

3. What is Retrenchment & Combination strategy
4. Explain the process of strategic planning?
5. What is corporate restructuring?

#### **Long answers**

1. Explain the concept of SWOT & TOWS analysis? Write SWOT analysis of any two companies?
2. Explain the BCG model with relevant examples?
3. What is Mergers & Acquisition? Write down any 3 companies whose mergers or acquisition takes place recently?
4. Mention the various corporate strategies that are used by any business organization?
5. Explain in brief the concept of portfolio analysis & strategic alliances?

### **UNIT-4**

#### **Short answers**

1. What is organization life cycle?
2. What are the various ethical strategies implemented in business?
3. Write down the various HR strategies of organization?
4. What is activity based costing?
5. Define the concept of strategy implementation?

#### **Long answers**

1. Explain the McKinsey's 7s model?
2. "Controlling is the watch dog of management" explain this statement in the context of management
3. What are various ways by which strategy can be implemented in a corporation?
4. Explain the role of strategic information system in Strategic management?
5. Suppose you're the manager of any company then what various strategies that you will implement for ethical conduct and for your HR department?