



Q1. Define strategic management. Enumerate the strategic management process

Q2. Write short Note on the following

A) ETOP Analysis

b) SWOT Analysis

Q3. Describe the Porters Generic Business level Strategies

Q4. Resource Allocation is one of the important process in organisation. Discuss the various criteria for resource allocation.

Q5. Describe the major barriers to strategy implementation and discuss the means available to overcome such barriers.



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Q1. Write Short Notes on :

a) VRIO framework

b) ETOP Analysis

Q2. Define strategic management. Enumerate the strategic management process

Q3. Explain retrenchment Strategies

Q4. Describe the major barriers to strategy implementation and discuss the means available to overcome such barriers.

Q5. Discuss the different types of techniques used for operational control

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- Q1. What are the various levels at which strategy operates?
- Q2. Write short notes on following
- a) Non- Financial analysis                      b) Blue ocean strategy
- Q3. Describe three types of stability strategy
- Q4. describe the G.E. Nine cell matrix technique used for analyzing corporate portfolio
- Q5. Describe the characteristics of strategy implementation to highlight the essential nature.



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Q1. Define strategic management. Enumerate the elements in the strategic management process.

Q2. Write Short Notes on.

a) Critical Success Factors

b) Knowledge Performance Indicator

Q3. Explain the integration strategies.

Q4. Resource Allocation is one of the important process in organisation. Discuss the various criteria for resource allocation.

Q5. What are the various issues which need to be addressed during implementation of strategies.



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- Q1. What do you understand by Vision Statement of an organization? Describe the characteristics of good Vision Statement
- Q2. Write short note on Environment Appraisal
- Q3. Explain porter's framework of competitive advantage.
- Q4. Write a descriptive note on the nature and importance of strategic evaluation.
- Q5. Explain the various evaluation techniques for operational control.



- Q1. Mention the characteristics of good mission statement. Differentiate between Vision and Mission statement
- Q2. What do you understand by value chain analysis? Describe its primary and secondary activities
- Q3. Describe Balance Score card
- Q4. Explain Expansion Strategies
- Q5. Explain Porters Five forces model of competition in an Industry