



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION

TUTORIAL QUESTION BANK

Course Name	:	STRATEGY AND SUSTAINABLE ENTERPRISE
Course Code	:	CMB012
Class	:	MBA II SEMESTER
Branch	:	MBA
Academic Year	:	2018 – 2019
Course Coordinator	:	P. NAGESH,Asst.Professor.
Course Faculty	:	P. NAGESH,Asst.Professor.

COURSE OBJECTIVES

The course should enable the students to:

S. NO	DESCRIPTION
I	An organization must achieve to make its strategy success.
II	It helps achievement of measurable financial well-being and growth.
III	Analyze the global strategy and risk in an international environment.
IV	Emphasis on structure and controls with organizations and Problems in achieving acquisition success

COURSE OUTCOMES (COs):

Students, who complete the course, will have demonstrated the ability to do the following:

S. NO	DESCRIPTION
CMB012.01	Understand strategic management, competitiveness, technology and technology change.
CMB012.02	Illustrate the external environmental analysis, segments of the external environment, porters 5 force model and the internal environment.
CMB012.03	Identify the effectively managing relationships with customers, the purpose of business strategy, competitive rivalry and dynamics.
CMB012.04	Design a model of competitive rivalry, competitor analysis, drivers of competitive actions and responses.
CMB012.05	Evaluate Levels of diversifications and reasons, value creating diversifications, strategic acquisitions and restructuring.
CMB012.06	Analyze the design procedures of Popularity of mergers and acquisitions strategies.
CMB012.07	Demonstrate the problems in achieving acquisition success and restructuring.
CMB012.08	Analyze and apply the new techniques of international opportunities and international strategies.
CMB012.09	Elucidate the concept of strategic competitive outcomes, risk in an international environment, the corporate implications for strategy and strategic alliances.
CMB012.10	Discuss the Organizational structure, controls and analyze the evolutionary patterns of strategy and organizational structure.
CMB012.11	Explain the concepts of leadership implications and entrepreneurial implications for strategy in firms.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course Outcomes
UNIT-I			
STRATEGIC INPUTS			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define strategic management?	Remember	CMB012.01
2	Write the concept strategic of management?	Understand	CMB012.01
3	Define the Characteristics of Strategic Management	Understand	CMB012.01
4	Benefits of strategic of management?	Remember	CMB012.03
5	Define the objectives of strategic management?	Understand	CMB012.01
6	Write the concept of the strategic analysis?	Remember	CMB012.02
7	What do you mean by Strategic Management Process	Understand	CMB012.02
8	Define about Vision and its objectives	Remember	CMB012.04
9	Write about Mission and its objectives	Understand	CMB012.03
10	What is Environmental Scanning	Remember	CMB012.02
11	Define Strategic Management Process	Understand	CMB012.02
12	Write about Strategic Leaders	Remember	CMB012.01
13	Define SWOT	Understand	CMB012.02
14	Write about the Value chain Analysis	Remember	CMB012.01
15	Define Outsourcing	Remember	CMB012.01
PART-B (LONG ANSWER QUESTIONS)			
1	Define strategic management. Explain the importance of strategic management in the competitive scenario.	Understand	CMB012.03
2	Explain the Characteristics of strategic management.	Remember	CMB012.02
3	Explain the Benefits of strategic management.	Understand	CMB012.04
4	What is the meaning of strategic management Process? What are purposes of strategic management process?	Remember	CMB012.02
5	Explain Competitive Advantage and the significance of Competitive Advantage	Understand	CMB012.01
6	What are the components of strategic management?	Remember	CMB012.01
7	Explain about the Value Chain Analysis? What are the elements of value chain analysis	Understand	CMB012.01
8	Discuss Vision? Explain the benefits of Vision.	Understand	CMB012.02
9	Explain the concept of Michael Porter five force model.	Remember	CMB012.03
10	How does mission help the firm?how do firms formulate mission statement.	Understand	CMB012.03
UNIT-II			
FORMULATION OF STRATEGIC ACTIONS: BUSINESS LEVEL STRATEGY			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is Competitor Analysis	Remember	CMB012.04
2	Define Business level Strategy	Understand	CMB012.04
3	What Do you Mean by Competitive Rivalry	Remember	CMB012.05
4	Define a model of Competitive Rivalry	Remember	CMB012.04
5	Write the Drivers of Competitive Actions.	Understand	CMB012.06
6	Write the Competitive Dynamics.	Remember	CMB012.04
7	Write the Purpose of Business Strategy.	Understand	CMB012.04
8	What is Competitive strategy.	Understand	CMB012.05

9	What is strategic mission? Why should organizations have mission?	Remember	CCMB012.05
10	What are the three Strategic Levels of management in organizations and their respective responsibilities?	Understand	CMB012.05
11	Define the key managing relationships with customers?	Understand	CMB012.05
12	State some points to be considered while writing mission of a company?	Remember	CMB012.05
13	Why should organizations have objectives and policies?	Remember	CMB012.05
14	What is competitor analysis?	Understand	CMB012.05
15	Explain the drivers of competitive actions?	Remember	CMB012.05

PART-B (LONG ANSWER QUESTIONS)

1	Explain the purpose of Business Level Strategy.	Remember	CCMB012.05
2	Discuss a model of Competitive Rivalry.	Remember	CMB012.06
3	Explain the Business level strategy.	Understand	CMB012.04
4	Explain Drivers of Competitive Actions and Responses.	Understand	CMB012.05
5	Discuss about the Competitive Rivalry.	Remember	CMB012.05
6	What are the Drivers of Competitive actions and responses?	Remember	CMB012.05
7	Explain competitive analysis of an organization?	Remember	CMB012.05
8	What is Competitive Dynamics? Explain the effects of varying rates of competitive speed in different markets.	Understand	CMB012.05
9	Who are competitors? How are Competitive rivalry, Competitive behavior and Competitive dynamics defined.	Remember	CMB012.05
10	Explain briefly about the following terms a) Competitors b) Competitive rivalry c) Competitive behavior d) Competitive dynamics	Remember	CMB012.05

UNIT-III

CORPORATE LEVEL STRATEGY

PART-A (SHORT ANSWER QUESTIONS)

1	What is Diversification strategy.	Remember	CMB012.06
2	What do you mean by Strategy Acquisitions	Remember	CMB012.06
3	Define Value Creating Diversification strategy.	Understand	CMB012.06
4	Discuss about Advantages of Diversification strategy.	Understand	CMB012.06
5	What do you mean by Merger? What are its types	Remember	CMB012.06
6	Write the Conglomerate Merger	Understand	CMB012.06
7	Define about disadvantages of Diversification strategy.	Remember	CMB012.07
8	What do you mean by Restructuring.	Remember	CMB012.07
9	Write the Reasons for the Acquisitions.	Understand	CMB012.08

10	Define Concentric Merger	Remember	CMB012.08
11	Give the Examples of Reverse Merger.	Understand	CMB012.08
12	Define Vertical Merger	Understand	CMB012.08
13	Write about Horizontal Merger	Remember	CMB012.09
14	Discuss about the unrelated Diversification strategy.	Understand	CMB012.09
15.	Define about disadvantages unrelated Diversification strategy.		
PART-B (LONG ANSWER QUESTIONS)			
1	Explain Corporate level strategy? What are the different corporate strategies?	Remember	CMB012.07

2	Explain the classification of Diversification Strategies.	Understand	CMB012.07
3	Define Merger? Explain different types of mergers.	Remember	CMB012.07
4	Discuss the objectives of merger and acquisition strategies.	Remember	CMB012.07
5	Explain the Problems in Achieving Acquisition Success.	Understand	CMB012.07
6	Discuss the steps involved in Merger Process	Understand	CMB012.07
7	Discuss about related or concentric Diversification	Remember	CMB012.07
8	Explain about Unrelated or Conglomerate Diversification.	Remember	CMB012.07
9	What are the differences between mergers and acquisitions?	Understand	CMB012.07
10	Explain the concept of core competencies in the diversified firms.	Understand	CMB012.07

UNIT-IV

TURNAROUND AND DIVERSIFICATION STRATEGIES

PART-A (SHORT ANSWER QUESTIONS)			
1	Define Global Strategy.	Remember	CMB012.08
2	Write about Strategic Alliance.	Understand	CMB012.08
3	Write a note on Joint Venture.	Remember	CMB012.08
4	What is Franchising?	Understand	CMB012.08
5	What are the four primary benefits of an international strategy?	Understand	CMB012.08
6	What is Transnational Strategy.	Remember	CMB012.09
7	Give the Examples of Strategic Alliance	Understand	CMB012.09
8	What is Franchising.	Remember	CMB012.09
9	Write a note on Exporting and Licensing.	Understand	CMB012.09
10	What do you mean by Corporate level of cooperative strategy?	Remember	CMB012.09

PART-B (LONG ANSWER QUESTIONS)

1	Explain International Business-Level Strategy	Understand	CMB012.08
2	What are the Competitive strategies in global business?	Understand	CMB012.08
3	Explain the four primary benefits of an international strategy?	Remember	CMB012.08
4	What are the Various modes available for international expansion? Explain	Understand	CMB012.09

5	What Environmental trends are affecting international strategy?	Understand	CMB012.09
6	What five modes of international expansion are available, and what is the normal sequence of their use?	Understand	CMB012.09
7	Explain the strategic competitive outcomes.	Remember	CMB012.09
8	Explain Corporate implications for strategy.	Remember	CMB012.09
9	Discuss Transnational Strategy? Why it is Important	Understand	CMB012.09
10	Explain the Important objectives of Global Strategy.	Understand	CMB012.09

UNIT-V

STRATEGIC EVOLUTION AND CONTROL

PART-A(SHORT ANSWER QUESTIONS)

1	Define Organizational Structure	Understand	CMB012.10
2	Discuss Organizational Controls	Understand	CMB012.10
3	Relationship between the Strategy and Structure.	Understand	CMB012.10
4	Define Simple Structure	Remember	CMB012.1\0
5	Write about the Functional Structure	Remember	CMB012.10
6	What do you Mean by multidivisional Structure?	Understand	CMB012.11
7	Give the Examples of Organizational Structure	Remember	CMB012.11
8	What is Hacking.	Understand	CMB012.11
9	Define Entrepreneurship	Understand	CMB012.11
10	Define about the Corporate Entrepreneurship?	Remember	CMB012.11
11	What do you mean by Strategic Entrepreneurship?	Remember	CMB012.11
12	What is International Entrepreneurship	Understand	CMB012.11
13	How Do firms develop innovations internally	Understand	CMB012.11
14	Give the Examples of the International Entrepreneurship		
15.	What is strategy and Style		

PART-B(LONG ANSWER QUESTIONS)

1	What is organizational structure? What are organizational controls? What are the differences between strategic controls and financial controls?	Remember	CMB012.10
2	Explain the various evolutionary patterns of strategy and organizational structure.	Remember	CMB012.10
3	What are the differences between Strategic controls and Financial Controls?	Understand	CMB012.10
4	Explain International Entrepreneurship? Why is it Important.	Understand	CMB012.11
5	Explain the leader's role and style in managing the organization.	Remember	CMB012.11
6	Explain in detail about strategic leadership.	Understand	CMB012.11
7	What are the important strategic leadership actions? Explain.	Understand	CMB012.11
8	Who are entrepreneurs? What is International Entrepreneurship? Explain its importance.	Remember	CMB012.11
9	Explain about the Corporate Entrepreneurship? Why is it Important.	Understand	CMB012.11

10	Explain in detail about internal innovation.	Remember	CMB012.11
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