



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

MASTER OF BUSINESS ADMINISTRATION TUTORIAL QUESTION BANK

Course Name	:	STRATEGIC MANAGEMENT
Course Code	:	CMB012
Class	:	MBA III SEMESTER
Branch	:	MBA
Academic Year	:	2018 – 2019
Course Coordinator	:	Dr. T.SRINIVASA RAO, Professor,
Course Faculty	:	Dr. T.SRINIVASA RAO, 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 LEARNING OUTCOMES (CLOs):

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

S. NO	DESCRIPTION
CCMB012.01	Understand strategic management, competitiveness, technology and technology change.
CCMB012.02	Illustrate the external environmental analysis, segments of the external environment, porters 5 force model and the internal environment..
CCMB012.03	Identify the effectively managing relationships with customers, the purpose of business strategy, competitive rivalry and dynamics.
CCMB012.04	Design a model of competitive rivalry, competitor analysis, drivers of competitive actions and responses.
CCMB012.05	Evaluate Levels of diversifications and reasons, value creating diversifications, strategic acquisitions and restructuring.
CCMB012.06	Analyze the design procedures of Popularity of mergers and acquisitions strategies.
CCMB012.07	Demonstrate the problems in achieving acquisition success and restructuring.
CCMB012.08	Analyze and apply the new techniques of international opportunities and international strategies.
CCMB012.09	Elucidate the concept of strategic competitive outcomes, risk in an international environment, the corporate implications for strategy and strategic alliances.
CCMB012.10	Discuss the Organizational structure, controls and analyze the evolutionary patterns of strategy and organizational structure.
CCMB012.11	Explain the concepts of leadership implications and entrepreneurial implications for strategy in firms.

TUTORIAL QUESTION BANK

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
UNIT-I			
STRATEGIC INPUTS			
PART-A (SHORT ANSWER QUESTIONS)			
1	Define strategic management?	Remember	CCMB012.01
2	Explain the concept strategic of management?	Understand	CCMB012.01
3	Define strategy?	Understand	CCMB012.01
4	Explain management?	Remember	CCMB012.03
5	Define strategic management? How do You understand it?	Understand	CCMB012.01
6	Explain the concept of the strategic analysis?	Remember	CCMB012.02
7	Define strategic planning and its characteristics?	Understand	CCMB012.02
8	Explain List the basic type of strategy?	Remember	CCMB012.04
9	Define Present the strategy selection factors?	Understand	CCMB012.03
10	What is the SWOT analysis and what is its role in strategic management?	Remember	CCMB012.02
11	Define vision and mission?	Understand	CCMB012.02
12	Explain about objectives?	Remember	CCMB012.01
13	What are policies?	Understand	CCMB012.02
14	Explain the concepts of company strategies?	Remember	CCMB012.01
15	Where we can use strategic processes?	Remember	CCMB012.01
PART-B (LONG ANSWER QUESTIONS)			
1	Define characteristics of strategic management?	Understand	CCMB012.03
2	Define specific entrepreneurial aspects include the strategy formation process?	Remember	CCMB012.02
3	What involves the strategic management function?	Understand	CCMB012.04
4	Which are the steps of strategic management?	Remember	CCMB012.02
5	Explain the strategy implementation?	Understand	CCMB012.01
6	What are the components of strategic management?	Remember	CCMB012.01
7	Define formulating a strategy reveal?	Understand	CCMB012.01
8	Distinguish Enumerate the most important strategic objectives?	Understand	CCMB012.02
9	What is a model of competitive rivalry?	Remember	CCMB012.03
10	Define the term Business Policy?	Understand	CCMB012.03
UNIT-II			
FORMULATION OF STRATEGIC ACTIONS: BUSINESS LEVEL STRATEGY			
PART-A(SHORT ANSWER QUESTIONS)			
1	What is the impact of new competitors and substitutes on competitiveness?	Remember	CCMB012.04
2	What specific entrepreneurial aspects include the strategy formation process?	Understand	CCMB012.04
3	Define the term Strategy. What are the characteristics of a corporate Strategy?	Remember	CCMB012.05
4	Write short note on Strategic Decision Making?	Remember	CCMB012.04
5	Describe the major dimensions of strategic decisions?	Understand	CCMB012.06
6	What do you mean by Strategic Management? Explain the stages of the Framework of strategic management?	Remember	CCMB012.04
7	Draw and explain the Strategic Management Model?	Understand	CCMB012.04
8	What is strategic vision? What are the factors to be considered while Developing strategic vision?	Understand	CCMB012.05

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
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	CCMB012.05
11	Define the key managing relationships with customers?	Understand	CCMB012.05
12	State some points to be considered while writing mission of a company?	Remember	CCMB012.05
13	Why should organizations have objectives and policies?	Remember	CCMB012.05
14	What is competitor analysis?	Understand	CCMB012.05
15	Explain the drivers of competitive actions?	Remember	CCMB012.05
PART-B (LONG ANSWER QUESTIONS)			
1	Describe briefly what the strategic balance method is and what is the Procedure for its preparation?	Remember	CCMB012.05
2	What are basic strategic objectives? How are they different from the tactical Operational objectives?	Remember	CCMB012.06
3	Explain in briefly what is the method of the key success factors in determining the Potential of the company?	Understand	CCMB012.04
4	Describe briefly how you would use the method of the economic profile of the Sector. Shortly describe the procedure of the method.	Understand	CCMB012.05
5	What is the competitive environment of the company and what are the elements Consists of. Specify the methods of environment analysis?	Remember	CCMB012.05
UNIT-III			
CORPORATE LEVEL STRATEGY			
PART-A(SHORT ANSWER QUESTIONS)			
1	Define strategic management. Illustrate and explain the process of Strategic management?	Remember	CCMB012.06
2	Briefly discuss the benefits of strategic management for a business Organization?	Remember	CCMB012.06
3	Enumerate the different components of environment that affect Management of an organization?	Understand	CCMB012.06
4	Explain the impact of technological environment on business. Give Suitable examples related to financial services sector?	Understand	CCMB012.06
5	What are the emerging trends in social responsibility of business? Give Suitable examples?	Remember	CCMB012.06
6	Discuss corporate social responsibility initiatives undertaken by financial sector organization?	Understand	CCMB012.06
UNIT-IV			
7	Critically examine the efficiency of BCG matrix as a tool of strategy Management?	Remember	CCMB012.07
8	Explain the need of strategy control. How return on investment can Based of strategic control?	Remember	CCMB012.07
9	Distinguish b/w mission, vision and objectives?	Understand	CCMB012.08
10	Explain the importance of leadership and motivation in an organization (i.e. strategic implementation)?	Remember	CCMB012.08
11	Explain the strategies to compete in internet economics?	Understand	CCMB012.08
12	Describe the organizational value? What are the factors which are responsible for an effective strategy?	Understand	CCMB012.08
13	Describe resource allocation as vital part of strategy? What are the means of source allocation?	Remember	CCMB012.09
14	Describe the planning system for implementation?	Understand	CCMB012.09
PART-B(LONG ANSWER QUESTIONS)			
1	Write a note on BCG matrix?	Remember	CCMB012.07

S. No	QUESTION	Blooms Taxonomy Level	Course learning Outcome
2	Explain about Balanced Score Card (BSC)?	Understand	CCMB012.07
3	Illustrate and explain various levels of strategic management in an Organization? Give examples?	Remember	CCMB012.07
4	Illustrate and explain the organizational structure of a multiproduct Company? Give suitable examples?	Remember	CCMB012.07
5	Briefly explain the grand strategies adopted by Ariel in a highly Competitive telecom sector?	Understand	CCMB012.07
6	What is strategic formulation? Illustrate and explain the process of Strategic management?	Understand	CCMB012.07
7	Discuss about Joint Ventures Competitive Strategies?	Remember	CCMB012.07
8	What is strategic processes cycle?	Remember	CCMB012.07
9	What are the benefits of competitive strategies?	Understand	CCMB012.07
10	What is the firm based strategies?	Understand	CCMB012.07
UNIT-IV			
TURNAROUND AND DIVERSIFICATION STRATEGIES			
PART-A (SHORT ANSWER QUESTIONS)			
1	Write the importance of strategic planning for a business firm?	Remember	CCMB012.08
2	What are the advantages of Indian business especially with reference to Indian economy and finance markets?	Understand	CCMB012.08
3	Structure follows strategy” Critically examine the statement?	Remember	CCMB012.08
4	Explain the role of leadership in strategic management?	Understand	CCMB012.08
5	What are the five generic strategic suggested by Michael Porter? Explain With examples?	Understand	CCMB012.08
6	Illustrate with the help of a diagram how strategy is evaluated and controlled in an organization?	Remember	CCMB012.09
7	Distinguish between mission, vision and goal. Prepare mission and vision for a new generation bank proposing to start business in India?	Understand	CCMB012.09
8	Illustrate various levels of strategic management in an organization. Give Example?	Remember	CCMB012.09
9	What are the advantages of Indian Business especially with reference to Indian economy and finance markets?	Understand	CCMB012.09
10	What type of corporate social responsibility initiative has been undertaken by financial sector in India?	Remember	CCMB012.09
PART-B (LONG ANSWER QUESTIONS)			
1	Briefly explain the impact of economic environment on business. Give suitable examples?	Understand	CCMB012.08
2	Illustrate and explain the life cycle concept. Explain its utility in strategic Management?	Remember	CCMB012.08
3	Would you recommend a divisional structure for a medium sized bank? Explain with example?	Understand	CCMB012.08
4	Illustrate and explain. How GE Planning grid can be used for the insurance Industry and what would be the growth strategies you would suggest?	Remember	CCMB012.08
5	Define strategic management. Explain the importance of Management for an organization?	Understand	CCMB012.09
6	Business must be run in a socially responsible manner.” Comment on the Statement in the Indian context?	Understand	CCMB012.09

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UNIT-V			
STRATEGIC EVOLUTION AND CONTROL			
PART-A(SHORT ANSWER QUESTIONS)			
1	Critically examine the statement “Structure follows strategy” ?	Understand	CCMB012.10
2	Illustrate and explain BCG matrix. Explain its utility as a tool of strategy Formulation?	Understand	CCMB012.10
3	What do you understand by sustainable competitive advantage?	Understand	CCMB012.10
4	Explain Vision, Mission & Objectives?	Remember	CCMB012.1\0
5	Discuss Core Competency and Competitive Advantage?	Remember	CCMB012.10
6	Discuss the following concepts in the light of Strategy Formulation with suitable illustrations: a) Types of Strategy	Understand	CCMB012.11
7	Write about Internal Analysis?	Remember	CCMB012.11
8	Explain about Environmental Appraisal?	Understand	CCMB012.11
9	Discuss the historical evolution, nature, importance and the process of Strategic Management with suitable examples?	Understand	CCMB012.11
10	Write about the short notes on Policy & Strategy?	Remember	CCMB012.11
11	Explain Decision Making?	Remember	CCMB012.11
12	Discuss about Environmental Appraisal?	Understand	CCMB012.11
PART-B(LONG ANSWER QUESTIONS)			
1	Briefly explain the importance of organizational assessment and Environmental information in strategic management?	Remember	CCMB012.10
2	Evaluate the historic role and emerging role of government on the Business in India?	Remember	CCMB012.10
3	What is the need and importance of innovation and creativity in business?	Understand	CCMB012.10
4	Enumerate various environmental components that affect Management of an organization?	Apply	CCMB012.11
5	Describe the various steps involved in the strategic management process. Illustrate and explain with suitable examples?	Remember	CCMB012.11
6	What are the various tools that can be used for controlling strategy? Briefly explain?	Understand	CCMB012.11

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