

BUSINESS POLICY AND STRATEGY

&

IMPORTANT QUESTIONS

CHAPTER 1

- 1.What is strategic planning? Explain the steps involved in strategic planning process.*
- 2.what are the objectives? state the nature and importance of objectives*
- 3.what is strategic intent? explain the hierarchy of strategic intent.*
- 4.define strategic management. explain the need and significance of strategic management,*
- 5.expalin the various elements of strategic management process,*
- 6.explain the model of strategy and its elements.*

CHAPTER 2

- 1.write about demographic environment and social and cultural environment.*
- 2.what is industry analysis? What are its features?*
- 3.discuss in detail BCG approach?*
- 4.describe the vital aspects in BCG and BE models.*
- 5.state the advantages, disadvantages and use of swot analysis.*
- 6.what are core capabilities? explain the criteria of sustainable competitive advantage to build its core competencies.*

CHAPTER3

- 1.what is strategy formulation? Explain the process of strategy formulation.*
- 2.discuss briefly the various levels of strategy formulation.*
- 3.what is business level strategy? discuss the steps involved in business level strategy formulation.*
- 4.dicuss in detail four types of growth strategies proposed by Ansoff.*
- 5.explain porter's generic business strategies.*
- 6.expalin in detail industry life cycle analysis.*
- 7.who are market leaders and market followers? Discuss the strategies for market leaders and market followers.*
- 8.discuss how strategy can be tailored for weak and crisis ridden business.*

CHAPTER 4

- 1.explain the range of alternative strategies in the international environment.*
- 2. how do you create value through intensive growth strategies?*
- 3.what is integration? what are the different types of integration strategies?*
- 4.define merger. what are the reasons/motives for mergers? explain different types of mergers.*
- 5.what is outsourcing? what are the different types of out sourcing strategies? explain the drivers of out sourcing.*
- 6.what are the different types of change agents in managing strategic change.*
- 7.explain about McKinsey's 7s structure.*

CHAPTER5

- 1.define strategy implementation. What are its features? explain the prerequisites for implementing a new strategy a new strategy?*
- 2.what Is social responsibility? Explain crafting of social responsibility by a business firm.*
- 3.define business ethics. discuss the principles of business ethics.*
- 4.discuss the necessity of corporate governance under changing business environment.*
- 5.discuss the factors shaping organizational culture.*
- 6.explain how corporate culture helps in promoting SMART governance.*
- 7.what is strategy control? What are the different types of strategic control? Discuss the evaluation techniques for strategic control.*

SHORT QUESTION AND ANSWERS

CHAPTER1

- 1.state the sailent features pf strategic management.*
- 2.state the strategic vision and mission.*

CHAPTER 2

- 1.what is value chain analysis?*
- 2.write about capability building.*
- 3.what is meant by compentency?*

CHAPTER3

- 1.write about defensive strategies.*
- 2.maturing industries.*
- 3.what are the best targets for offensive attacks?*

CHAPTER 4

- 1.state the reasons for market diversification .*
- 2.diversification strategy.*
- 3.strategic alliance.*
- 4. what are the drivers of outsourcing ?*

CHAPTER5

- 1.corporate governance?*
- 2.what is meant by social responsibility?*
- 3.SMART governance?*