



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education,
Affiliated to the University of Madras and ISO 9001:2015 Certified Institution

STRATEGIC MANAGEMENT QUESTION BANK (PMF3R)

1. Discuss the six basic steps in the strategic management process.
2. Explain the concept of 7-S framework.
3. Discuss in detail about the balance scorecard approach.
4. Discuss the Corporate Governance practices adopted in different Indian companies.
5. What is strategic control system? State its functions.
6. Describe the classifications of Business Policy?
7. Give the meaning of social responsibility and explain the important areas of social responsibility.
8. Elaborate the role of management and different levels of employees in strategic management.
9. Explain the various approaches to strategic implementation.
10. Explain the steps involved in strategy implementation.
11. Explain various functional policies followed in any of the MNCs in India.
12. "The study of environment is relevant for strategic management process". Discuss.
13. Explain the steps involved in strategy implementation.
14. Explain about the generic strategies.
15. Perform SWOT analysis for BPO industry in India.
16. Explain the framework of competitor's analysis.
17. Explain the areas of social responsibility and relate it with strategy formulation.
18. Explain how environmental analysis improves the strategy planning and industrial analysis.
19. Discuss the functions of value chain analysis.
20. How the scenario planning fulfil the shareholders expectations?
21. Explain how the strategic factors analysis useful for taking business decision.
22. What is mean by strategic information? How does it differ from strategic management?
23. Describe the futures of strategic information system in an organization.
24. Explain the role and skills of top level management in an organization.
25. Enumerate Porter's five force model. Give an example.
26. Discuss the use of 7S model for strategic management/McKinsey 7-S framework
27. Discuss in detail the various level of strategy.
28. Porter's Generic Competitive Strategies
29. "A vision is too abstract to be of any practical value". Do you agree with this statement? Discuss.
30. How are conventional and strategic decision-making similar and dissimilar?



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31. Point out the similarities, between the Critical Success Factors (CSF) approach and the management by exception. What are the different uses of CSFs in strategic management?
32. What is social audit and what are the benefits of social audit?
33. What points need to be considered while using a particular method or technique for environmental scanning?
34. How is performance evaluation done in public enterprises in India?
35. What do the financial plans and policies relate to? Why are they important for strategy implementation?
36. How is a product-based structure different from a customer-based structure?
37. Discuss the different types of techniques used for operational control.
39. Describe the major considerations before strategies for the integration of functional plans and policies.
40. Critically comment on the use of corporate portfolio analysis for examining the objective factors involved in exercising a strategic choice.
41. Enumerate the steps in creating competencies in innovation.
42. Discuss the elements of possible approaches to the strategy formation. How should management go about developing alternate strategies before making the strategic choice?
43. Enumerate the requirements for effective evaluation.
44. Apply Michael Porter model in framing strategies for extending a domestic airline to go internationally.
45. Analyze the present status of corporate governance in India.
46. How do strategic decisions differ from operating decisions and administrative decisions?
47. Is there any conceptual difference between corporate strategy and business strategy? Explain.
48. What are the assumptions of social responsibility?
49. What is meant by environmental analysis? Why it is necessary?
50. What is meant by SWOT analysis? Explain with an example.
51. Explain the concept of strategic choices.
52. Explain how functional strategies do affect the structure and control.
53. Du Pont's control model
54. Industry Analysis
55. Scenario Planning
56. Strategic vision
57. Strategic Management
58. ETOP
59. EVA
60. Environmental scanning

Mr.M.Riaz Ahmed
Assistant Professor

Mrs.M.I.Anees Fathima
Assistant Professor



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61. Business Environment
62. Portfolio analysis
63. Competitive advantage
64. Social Audit
65. Strategic Leadership
66. Types of strategy
67. VMOSA
68. Corporate Governance
69. SWOT
70. Strategic Evaluation
71. Global Strategies
72. Strategic Choice
73. Functional Strategies
74. BCG Matrix
75. SFAS Matrix
76. PEST Analysis
77. Corporate Policy
78. Types of business policy
79. Strategic intent
80. M&A
81. Strategic alliance
82. Portfolio diversification
83. Discuss and describe the six elements of external environment.
84. Discuss in detail the Generic building blocks of competitive advantage.

Mr.M.Riaz Ahmed
Assistant Professor

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Assistant Professor