



Strategic Management (534EBH) Question Bank

Part A

1. Define strategic management.
2. What is a mission statement?
3. What are strategic decisions?
4. Write any one component of a strategic management model.
5. What is competitive advantage?
6. Who proposed the Five Forces Model?
7. What is meant by "strategy formulation"?
8. Mention any one dimension of strategic decisions.
9. What is industry rivalry?
10. State one external force influencing strategy formulation.
11. What is environmental forecasting?
12. What are corporate profiles?



13. Define long-term objectives.
14. What are grand strategies?
15. What is strategy implementation?
16. Give one example of a global strategy.
17. What is institutionalizing strategy?
18. Define organisational culture.
19. What is strategic evaluation?
20. Expand GATS / WTO (any global-related question).
21. What are core competencies?
22. What is cost leadership?
23. Define differentiation strategy.
24. What is focus strategy?
25. What are functional-level strategies?
26. What is marketing strategy?



27. Define R&D strategy.
28. What is financial strategy?
29. What is HR strategy?
30. What is meant by production strategy?
31. What is portfolio analysis?
32. Expand BCG.
33. What is the GE Business Screen?
34. Define directional policy matrix.
35. What is Hofer's product-market matrix?
36. What is strategic implementation?
37. What are structural issues?
38. Define strategic leadership.
39. What is organizational behaviour in strategy?
40. What is synergy?



Part B Questions

1. Explain the nature and significance of strategic management.
2. Describe the components of a strategic management model.
3. Write a short note on formulating a company mission.
4. Explain any three forces influencing strategy formulation.
5. Discuss the key elements of Porter's Five Forces Model.
6. Differentiate between strategic decisions and operational decisions.
7. Briefly explain the process of strategy formulation.
8. Explain the need for environmental forecasting.
9. Write a note on formulating long-term objectives.
10. Explain different types of grand strategies.
11. Explain the process of acquiring core competencies.
12. Describe Porter's three generic strategies.
13. Write a short note on production and operations strategy.



14. Explain financial strategies at the functional level.
15. Discuss HR strategies in business-level planning.
16. Explain marketing strategies used at the functional level.
17. Describe the importance of R&D strategies.
18. Describe the relationship between strategy and structure.
19. State the steps involved in strategy implementation.
20. Write a short note on leadership in strategy implementation.
21. Explain the process of strategic evaluation and control.
22. Explain the BCG Growth–Share Matrix.
23. Write a short note on GE Business Screen Model.
24. Describe Shell’s Directional Policy Matrix.
25. Explain structural issues in strategy implementation.
26. Write a note on behavioural issues in strategy implementation.
27. Discuss the role of strategic leadership.



28. Explain the challenges in strategic implementation.
29. Write a short note on EVA and MVA.
30. Describe ERP and its strategic benefits.
31. Explain stakeholder analysis.
32. Differentiate between strategic control and operational control.
33. Write a note on systems thinking in strategic management.
34. Explain the techniques used for strategic evaluation.
35. Identify strategic mistakes using the VRIO framework for BYJU's.
37. Explain the process of Conducting a strategic audit.
38. What turnaround strategies should BYJU'S adopt?
39. Evaluate Ola's sustainability using Balanced Scorecard.
40. What is a PESTLE Analysis?
41. Define core competencies.
42. What are strategic capabilities?



- 43. Explain the concept of industry attractiveness.
- 44. Define strategy and differentiate it from tactics.
- 46. What is strategic intent? Give examples.
- 47. Explain vision and mission statements with suitable examples.
- 48. Explain KPIs and their relevance.
- 49. What is benchmarking*?
- 50. Explain financial vs. non-financial measures in strategic evaluation.

Part C Questions

- 1. Discuss in detail the strategic management process with a neat diagram.
- 2. Explain the dimensions of strategic decisions with suitable examples.
- 3. Evaluate Porter's Five Forces Model and its relevance in today's competitive environment.
- 4. Analyze the major internal and external forces influencing strategy formulation.
- 5. Explain in detail how a company formulates its mission and the characteristics of a good mission statement.
- 6. Discuss the various techniques used for environmental forecasting.



7. Explain the process of formulating corporate and global strategies.
8. Analyze the components of strategy implementation with suitable examples.
9. Evaluate the role of structure, leadership and culture in institutionalizing strategy.
10. Define long-term objectives and explain their significance in strategic management.
11. Discuss business-level strategies and explain Porter's Generic Strategies Model.
12. Evaluate the role of core competencies in achieving competitive advantage.
13. Explain functional-level strategies (Production, Finance, Marketing, HR, R&D) with examples.
14. Compare and contrast cost leadership, differentiation, and focus strategies.
15. How do functional strategies support business-level strategies? Explain.
16. Discuss portfolio analysis tools (BCG, GE, Shell, Hofer) and their strategic applications.
17. Explain the steps involved in strategic implementation.
18. Analyze structural and behavioural issues in strategy implementation.
19. Evaluate the role of strategic leadership in successful strategy implementation.
20. Compare BCG Matrix and GE Business Screen with examples.



21. Explain the Balanced Scorecard approach.
22. Discuss the Balanced Scorecard in detail and its four perspectives.
23. Explain EVA & MVA and evaluate their relevance in strategic performance measurement.
24. Analyze the role of ERP in aiding strategic control and decision-making.
25. Discuss various types of strategic control systems and techniques.
26. Evaluate the importance of systems thinking in strategic evaluation and control.
27. Conduct a detailed PESTLE analysis for India's FMCG industry.
28. Evaluate Porter's Five Forces model using the example of the airline industry.
29. Explain VRIO framework with examples of companies like Google or Tesla.
30. Explain the strategic management process with suitable examples.
31. Evaluate the importance of vision and mission statements in strategic planning.
32. Discuss the role of leadership in strategic management with examples from Indian corporates.
33. Discuss McKinsey's 7-S Framework and its application to an organization undergoing restructuring.
34. Explain the concept of strategic change and how Kotter's 8-step model helps implement change.



35. Discuss leadership styles and their influence on strategic success.

Reliance Jio entered the telecom market with free data, low pricing, and aggressive customer acquisition.

36. Identify Jio's competitive strategy using Porter's Five Forces.

37. Discuss in detail TATA Starbucks Expansion Strategy. Tata Starbucks plans aggressive expansion across Tier II and Tier III cities.

38. Conduct a SWOT analysis for Jio.

39. Discuss how Jio's entry changed the structure of the telecom industry.

40. Discuss BYJU'S Growth & Crisis what would be the strategical reasons for its crisis?

41. With reference to Zomato & Swiggy, discuss how platform-based business models create competitive advantage.

42. Analyze Tesla's global strategy using Porter's Diamond Model.

43. Examine the diversification strategy of Adani or Reliance with suitable frameworks.

44. Conduct a strategic analysis of IKEA's entry into India.

45. Evaluate Amazon's growth and diversification using Ansoff's Matrix.

46. Discuss sustainability strategies adopted by Indian companies like TCS, Infosys, or ITC.

47. Analyze Nike's global branding strategy using the 7-S framework.



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48. Explain the turnaround strategy of Air India after Tata acquisition.
49. Evaluate the competitive strategies of BigBasket vs. Blinkit.
50. Discuss how digital transformation is reshaping strategic management in Banking Industry.