

NON CBCS CURRICULUM

QUESTION BANK

MBA, SEMESTER-4, MARWARI COLLEGE
PAPER NO → 20/26; STRATEGIC MANAGEMENT
UNIT-02

- Q1) Explain the various sectors of environmental Appraisal?
- Q2) Discuss the factors affecting environmental appraisal. what is its importance?
- Q3) Explain the process of strategic choice.
- Q4) Define the strategies under TOWS MATRIX?
- Q5) Why SWOT Analysis is proved as the best technique for corporate portfolio analysis?
- Q6) How BCG MATRIX helps in indicating the Industry Growth rate and relative market share position of companies?
- Q7) "ETOP is the methodology of dividing the environment into different sectors and then analysing the impact of each sector on the organisation". Justify the statement?

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- Q 8) Discuss the various elements of Organizational capability profile?
- Q 9) Draw and discuss the format of strategic advantage profile?
- Q 10) Explain the formulation of competitive strategies through PORTER'S FIVE FORCE MODEL OF COMPETITION?
- Q 11) Write as Note on MCKINSEY'S 7S FRAMEWORK?
- Q 12) What are the strategic implications of GE Nine Cell matrix?
- Q 13) Each matrix has its own strength and weaknesses, so how does a manager select the best matrix when required for solving the problems of their organisation?
- Q 14) "Distinctive or Core Competencies empower a company to build competitive advantage", Justify the statement?