STRATEGIC MANAGEMENT

Course Code: MB401C

Master of Business Administration

1. What is Strategy?
2. What are Strategic Decisions?
3. What is Strategic Management?
4. What are the evolutionary phases of strategic management?
5. What are the benefits of strategic management?
6. What is the basic model of strategic management?
7. What are the common pitfalls in strategic planning?
8. What are the levels of strategic management?
9. What is Vision?
10. What is Mission?
11. What are Objectives?
12. What is Competitive Advantage?
13. How can a firm achieve competitive advantage?
14. Why is strategy important for competitive advantage?
15. What is environmental scanning?
16. Why is environmental scanning important for strategic management?
17. What are the main components of external environmental analysis?
18. What is the macro environment in environmental scanning?
19. What is the task environment?
20. How do political factors influence business strategy?
21. How do economic factors affect strategic decisions?
22. What role do socio-cultural factors play in environmental analysis?
23. How does technological environment impact organizational competitiveness?
24. What are legal and regulatory environmental variables?
25. How does the natural/environmental factor affect business strategy?
26. What are external environmental variables?
27. How are external environmental variables identified?
28. What is the difference between general environment and industry environment?
29. What is industry analysis?
30. What is the industry life cycle concept?
31. What are the stages of the industry life cycle?
32. How do strategies differ at various stages of the industry life cycle?
33. Why is industry life cycle analysis important for strategic planning?
34. What is Porter's Five Forces Model?
35. Why is Porter's Five Forces Model used in industry analysis?
36. What is the threat of new entrants?
37. What factors create entry barriers in an industry?
38. What is the bargaining power of buyers?
39. What is the bargaining power of suppliers?
40. What is the threat of substitute products or services?
41. What is competitive rivalry among existing firms?
42. How does Porter's model help in identifying industry attractiveness?

43. What are strategic groups?
44. How are strategic groups formed within an industry?
45. What is the importance of strategic group analysis?
46. How do mobility barriers affect strategic groups?
47. What is competitor analysis?
48. Why is competitor analysis important in strategic management?
49. What is market commonality?
50. How is market commonality analysed?
51. What is resource similarity?
52. How does resource similarity influence competitive behaviour?
53. What is the relationship between market commonality and resource similarity?
54. What is competitive intelligence?
55. What are the sources of competitive intelligence?
56. What are ethical issues in competitive intelligence?
57. How are competitors monitored for strategic planning?
58. What role does competitor analysis play in anticipating competitive moves?
59. What is organizational analysis?
60. What are organizational resources?
61. What are tangible and intangible resources?
62. What are organizational capabilities?
63. What are core competencies?
64. How do core competencies lead to competitive advantage?
65. What is the difference between resources, capabilities, and core competencies?
66. What is the VRIO framework?
67. What does Value in VRIO framework indicate?
68. What does Rarity signify in VRIO analysis?
69. What is Inimitability in VRIO framework?
70. What does Organization mean in VRIO analysis?
71. Value Chain Model
72. What is the value chain model?
73. What are primary activities in the value chain?
74. What are support activities in the value chain?
75. How does value chain analysis help in identifying competitive advantage?
76. What is the link between value chain and core competencies?
77. What is strategy formulation?
78. Why is strategy formulation important in strategic management?
79. What are the major steps in the strategy formulation framework?
80. What is the role of environmental analysis in strategy formulation?
81. What is SWOT analysis?
82. What is the SWOT matrix?
83. How are strengths and weaknesses identified in SWOT analysis?
84. How are opportunities and threats identified in SWOT analysis?
85. What are SO, ST, WO, and WT strategies?
86. What is the Boston Consulting Group (BCG) Matrix?
87. What are the dimensions of the BCG matrix?
88. What are Stars, Cash Cows, Question Marks, and Dogs?

89. How is BCG matrix used in portfolio analysis?
90. What are the limitations of the BCG matrix?
91. What is the GE (McKinsey) Matrix?
92. What are the dimensions of the GE matrix?
93. How does GE matrix differ from BCG matrix?
94. What is the Grand Strategy Matrix?
95. What are the quadrants of the Grand Strategy Matrix?
96. How is the Grand Strategy Matrix used for strategic choice?
97. What is Blue Ocean Strategy?
98. How does Blue Ocean Strategy differ from Red Ocean Strategy?
99. What are the principles of Blue Ocean Strategy?
100. What is resource-based strategy formulation?
101. How do resources and capabilities influence strategy formulation?
102. What are corporate level strategies?
103. What is stability strategy?
104. When is stability strategy adopted by organizations?
105. What are growth strategies?
106. What are intensive growth strategies?
107. What is market penetration strategy?
108. What is market development strategy?
109. What is product development strategy?
110. What are integration strategies?
111. What is forward integration?
112. What is backward integration?
113. What is horizontal integration?
114. What is diversification strategy?
115. What is related diversification?
116. What is unrelated diversification?
117. What are defensive strategies?
118. What is turnaround strategy?
119. What is divestment strategy?
120. What is liquidation strategy?
121. What are business level strategies?
122. What are Michael Porter’s generic strategies?
123. What is cost leadership strategy?
124. What is differentiation strategy?
125. What is focus strategy?
126. What are the risks associated with generic strategies?
127. What are functional level strategies?
128. What is marketing strategy?
129. What is financial strategy?
130. What is production or operations strategy?
131. What is R&D strategy?
132. What is human resource strategy?
133. What is logistics strategy?
134. What is information technology strategy?
135. How do functional strategies support corporate and business strategies?

136. What is strategy implementation?
137. What are the major issues in strategy implementation?
138. What is the strategy–structure relationship?
139. Why is organizational structure important for strategy implementation?
140. What is functional organizational structure?
141. What is divisional organizational structure?
142. What is strategic business unit (SBU) structure?
143. What is matrix organizational structure?
144. What is network or virtual organizational structure?
145. How does organizational structure influence strategy execution?
146. What is strategic leadership?
147. What are the roles of strategic leaders in implementation?
148. What is strategy-supportive organizational culture?
149. How does culture influence strategy implementation?
150. What is strategic change management?
151. Why is managing strategic change important?
152. What is strategic control?
153. What are the types of strategy control?
154. What is the purpose of strategy evaluation and control?
155. What is the Balanced Scorecard approach?
156. What are the perspectives of the Balanced Scorecard?
157. How does Balanced Scorecard help in strategic control?