

Strategic Management
BBA PART 2
Year 2020

By :Dr.Preeti Agarwal

Very Short Questions

Q1 Define strategic management.

Q2 What do you mean by vision?

Q3 Give full form of SWOT

Q4 List components of strategic intent

Q5 Give Two limitation of strategic management

Short Questions

Q1 Give 5 difference between vision and mission

Q2 List dynamics of internal environment

Q3 When does company use expansion strategy

Q4 Write short on strategy evaluation

Q5 Draw diagram of value chain

Long Questions

Q. 1 what do you mean by strategy formulation? Explain the levels of strategy formulation.

Q. 2 write note on stability strategy

Q. 3 when does the company adopt expansion strategy? Explain all the expansion strategies.

Q 4 write note on

a divestment strategy

b liquidation strategy

Q5 Write detail note on

A value chain

B BCG matrix

Q 6 Explain strategic management process in detail

Q7 elaborate strategic external environment

Q8 write an essay on criteria for strategy evaluation and control

Q9 Explain resource allocation aspects of strategy implementation in detail

Q10 Write note on

A organizational change

B corporate culture