

Shakuntala Krishna Institute of Technology K.D-64

Assignment Of 20 long questions

Subject: Strategic Management

paper code: F010503T

Class: Bachelor of Business Administration (BBA)

- 1) **Define strategic management.** Explain its importance in modern businesses with relevant examples.
- 2) Discuss the various **levels of strategy** in an organization and explain how they are interrelated.
- 3) Explain **Porter's Five Forces Model** in detail. How can it help businesses gain a competitive advantage?
- 4) Describe the **strategic management process** in detail with a suitable example.
- 5) What are the different types of **corporate-level strategies**? Discuss with real-world examples.
- 6) Explain the **BCG (Boston Consulting Group) Matrix** and its relevance in strategic planning.
- 7) Discuss the concept of **SWOT analysis**. How can it be used for strategic decision-making?
- 8) Explain the difference between **Blue Ocean Strategy** and **Red Ocean Strategy** with examples.
- 9) What is a **mission statement**? How does it differ from a **vision statement**? Discuss with examples.
- 10) Describe the concept of **Strategic Leadership**. How do strategic leaders impact an organization's performance?
- 11) Explain the role of **Corporate Social Responsibility (CSR)** in strategic management. How does it affect long-term sustainability?
- 12) What are the key challenges in **strategy implementation**? How can an organization overcome these challenges?
- 13) Discuss the **resource-based view (RBV) of strategy**. How does it differ from the **industrial organization (I/O) model**?
- 14) Explain the **Ansoff Matrix** and its four strategic options. How can businesses use this model for growth?
- 15) Discuss the concept of **strategic alliances**. What are their advantages and disadvantages? Provide examples.
- 16) What is **Balanced Scorecard (BSC)**? How does it help in measuring strategic performance?
- 17) Explain the importance of **Corporate Governance** in strategic management. What role do boards of directors play?

- 18) Discuss the different types of **growth strategies** (e.g., market penetration, product development, market development, and diversification).
- 19) What is **competitive advantage**? Discuss different types of competitive advantages and how they can be sustained.
- 20) Explain the impact of **digital transformation and technological advancements** on strategic management in businesses today.