

QUESTION BANK

MBA SEMESTER-4, MARWARI COLLEGE
PAPER NO → 20/26 ; STRATEGIC MANAGEMENT
UNIT-01

- Q1) Define the term strategic management.
- Q2) State the historical developments of strategic management.
- Q3) Discuss the need for and benefits of strategic management.
- Q4) Discuss the scope of strategic management. Explain the different levels of strategy.
- Q5) "strategic decision making is the primary task of the senior management", justify the statement.
- Q6) what ~~are~~ is the process of strategic decision making? Discuss the issues in strategic decision making?

- Q7) ~~State~~ state any two levels of strategy
- Formulation →
- | | |
|---------------------|----------------------|
| A) CORPORATE LEVEL | B) BUSINESS LEVEL |
| C) FUNCTIONAL LEVEL | D) OPERATIONAL LEVEL |

- Q 8) why vision and mission is necessary for the success of any organisation?
- Q 9) what do you mean by GOAL with respect to business organisation? Discuss the different types of GOALS.
- Q 10) "objectives ~~of~~ define the organisations relationship with its environment", Justify the statement.
- Q 11) Elaborate the role of stakeholders in business?
- Q 12) Elaborate the DESCRIPTIVE SCHOOL of thought on strategy Formation.