

SYBMS

Semester III

Strategic Management

- a. What are the steps in strategic formulation
- b. What are the factors that affect environmental analysis
- c. What is the need for environmental scanning
- d. Elaborate the steps in SWOT analysis
- e. Elaborate the types of corporate level strategies
- f. SN on backward, forward, divestment, international, cost leadership and differentiation strategy, finance, marketing strategies
- g. What are the various modes of strategy making
- h. SN on BCG, GE models and Porter 5 force model
- i. [Strategy formulation](#) vs strategy implementation
- j. What are the steps in strategy implementation
- k. What is the role of functional policy
- l. What are the steps in strategic evaluation
- m. What are the different techniques of control
- n. What are the types of synergies
- o. What are the importance of synergies
- p. What are features of change management

q. What are the factors effecting the cause of resistance to change.