**B.COM (TRAVEL AND TOURISM)**

**Semester VI**

**CO 1651.2 STRATEGIC MANAGEMENT**

**Section A. One or Two Sentence Questions (1 Mark)**

1. What is strategic planning?
2. Define vision statement.
3. What is competitive strategy?
4. What is diversification strategy?
5. What is strategic objectives hierarchy?
6. What is strategic control?
7. Define strategic leadership.
8. What is strategic decision-making?
9. What is strategic vision?
10. Define strategic group.
11. What is strategic alliance?
12. Define core values.
13. What is strategic change?
14. What is environmental analysis?
15. Define strategic objectives.
16. What is strategic implementation?
17. Define strategic evaluation.
18. What is strategic formulation?
19. What is strategic management process?
20. What is strategic risk management?
21. What is strategic innovation?
22. Define strategic intent.
23. What is strategic turnaround?
24. What is strategic outsourcing?
25. What is strategic resource allocation?

**Section B. One Paragraph Questions (2 Marks)**

1. What is strategic planning? Explain its importance.
2. Describe the steps involved in strategic management process.
3. What is a vision statement? Give an example.
4. Explain the concept of strategic intent.
5. What is a mission statement? State its purpose.
6. Explain SWOT analysis with an example.
7. Describe the future challenges of strategic management.
8. What is strategic formulation? Explain its steps.
9. Describe the types of strategies (business, corporate, functional).
10. What is diversification strategy? Explain its types.
11. What is strategic decision-making? Explain its process.
12. Describe the role of stakeholders in strategic management.
13. Describe the concept of core competency.
14. What is strategic sustainability? Explain its importance.
15. Describe the advantages of strategic alliance.
16. What is strategic implementation? Explain its importance.
17. Describe the steps involved in strategic control.
18. Explain the concept of strategic leadership.
19. What is strategic organizational culture? Explain its impact.
20. Describe the importance of strategic evaluation.
21. Explain the BCG matrix with an example.
22. Describe the GE-McKinsey matrix.
23. What is strategic benchmarking? Explain its benefits.
24. Explain the concept of strategic outsourcing.
25. Describe the importance of strategic performance measurement.

**Section C. Short Answer Questions (4 Marks)**

1. Explain the strategic management process and its importance in organizational success.
2. Discuss the role of vision and mission statements in strategic planning.
3. What is SWOT analysis? Explain its components with examples.
4. Discuss the importance of strategic evaluation and control in achieving organizational objectives.
5. Describe the role of strategic information systems in driving organizational growth.
6. Discuss the different types of strategies (business, corporate, functional) and their implementation.
7. Describe the role of strategic innovation management in driving organizational growth.
8. Discuss the importance of environmental scanning in strategic management.
9. Explain the concept of core competency and its role in achieving competitive advantage.
10. Describe the BCG matrix and its application in portfolio analysis.
11. Discuss the role of strategic alliances in achieving competitive advantage.
12. Describe the role of strategic decision-making in driving organizational success.
13. Explain the concept of strategic control and its significance in achieving organizational objectives.
14. What is strategic turnaround? Explain its process and importance.
15. What is strategic innovation? Explain its role in driving organizational growth.
16. Discuss the importance of strategic adaptation in responding to change.
17. Discuss the importance of corporate social responsibility in strategic management.
18. Explain the concept of strategic sustainability and its importance in organizational success.
19. What is strategic resource allocation? Explain its importance in achieving organizational objectives.
20. Describe the role of strategic outsourcing in achieving competitive advantage.
21. Explain the concept of strategic responsiveness and its significance in achieving competitive advantage
22. Discuss the importance of strategic financial management in achieving organizational objectives.
23. Explain the concept of strategic capability and its significance in achieving competitive advantage.
24. Explain the concept of strategic risk management and its significance in organizational success.
25. Discuss the importance of strategic thinking in driving innovation.

**Section D. Essay Questions (15 Marks)**

1. Discuss the strategic management process and its significance in achieving organizational success.
2. What is strategic planning? Explain its importance in driving business growth.
3. Analyze the role of vision and mission statements in strategic management.
4. Discuss the impact of external environment on strategic management.
5. Explain the concept of competitive advantage and its significance in strategic management.
6. What is SWOT analysis? Discuss its application in strategic planning.
7. Analyze the role of strategic leadership in driving organizational success.
8. Explain the concept of strategic management and its significance in achieving organizational success.
9. Analyze the role of strategic Control in improving organizational performance.
10. What is strategic performance measurement? Discuss its importance in evaluating organizational performance.
11. Explain the concept of strategic organizational learning and its significance in achieving competitive advantage.
12. Discuss the role of strategic alliances in achieving competitive advantage.
13. Analyze the impact of technology on strategic management.
14. What is strategic control? Discuss its importance in achieving organizational objectives.
15. Analyze the role of stakeholders in strategic management.
16. Discuss the importance of corporate social responsibility in strategic management.
17. Explain the concept of strategic sustainability and its significance in organizational success.
18. What is strategic risk management? Discuss its importance in achieving organizational objectives.
19. Analyze the role of strategic flexibility in responding to change.
20. Discuss the importance of strategic innovation management in driving business growth.
21. Explain the concept of strategic organizational culture and its impact on performance.
22. What is strategic turnaround? Discuss its process and importance.
23. Analyze the role of strategic renewal in driving organizational growth.
24. Discuss the importance of strategic adaptation in responding to change.
25. Explain the concept of strategic responsiveness and its significance in achieving competitive advantage.