Q.1 Explain the terms (i) Vision and Mission and (ii) Goals and Objectives in the context of strategic management process. Illustrate your answer with suitable examples.

Q.2 Briefly explain the steps for conducting the external environment audit of a firm with suitable examples.

Q.3 Describe the Porter’s five forces model to identify the sources of competition for a strategic business unit. Explain with suitable examples.

Q.4 What are the various strategic choices available to an organization for its growth? Explain briefly giving examples.

Q.5 Explain the concept of Value Chain. How can value-chain analysis help identify a company’s strengths and weaknesses? Illustrate.

Q.6. What are the various considerations in the implementation of strategy? Illustrate giving examples.

Q.7 Explain the various corporate level strategies adopted by Indian firms. Give examples.

Q.8 What are the major issues in Strategic Evaluation and Control? Illustrate your answer with suitable examples.

Q.9 Write brief notes on any two of the following
   a) Strategic Alliances
   b) Strategic Management Process
   d) Mergers and Acquisitions
   e) Corporate Governance
   f) Balanced Scorecard

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