

Strategic management

Roll No.2024

1. What do you understand by strategic management? Explain its components briefly
2. Explain the various components of Growth strategies.
3. What is strategic intent? Explain in detail.
4. Explain the role of leadership in strategic implementation.
5. What is strategy making? Explain steps of strategic making

Roll No. 2086

- a) Explain BCG Matrix.
- b) What is SBU? Describe its importance.
- c) Explain the features of operating level strategy.
- d) Explain the importance of business policy
- e) What is ROI? Describe its advantages.