

SECTION-B

UNIT-I

- Q2 List and discuss various steps of strategic process.
- Q3 What is significance of mission and vision for organization?

UNIT-II

- Q4 Discuss external environmental scanning techniques.
- Q5 What are different organisation capability factors?

UNIT-III

- Q6 Write detailed notes on corporate level strategies.
- Q7 Discuss Porters framework of competitive strategies.

UNIT-IV

- Q8 Discuss qualitative factors in strategic implementation.
- Q9 Discuss the role of control in strategic management.