

A COMPILATION OF

**SM**

**IMPORTANT QUESTIONS**

**FOR MAY-23 ATTEMPT**

**CA-INTER**

 **CA NAYAN KOTHARI**





# QUESTION BANK

## CHAPTER WISE



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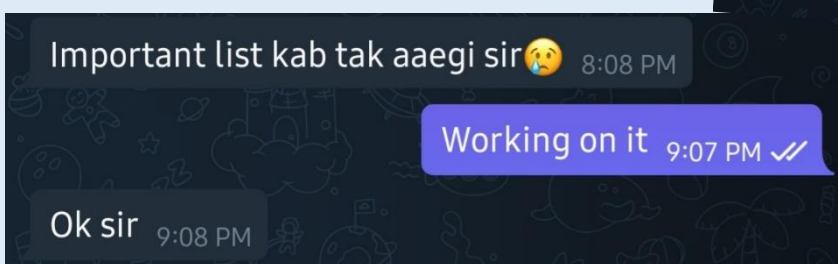
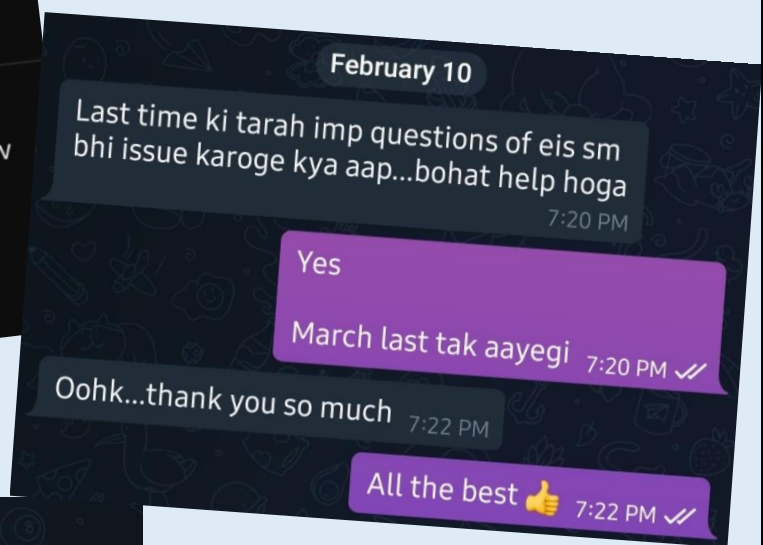
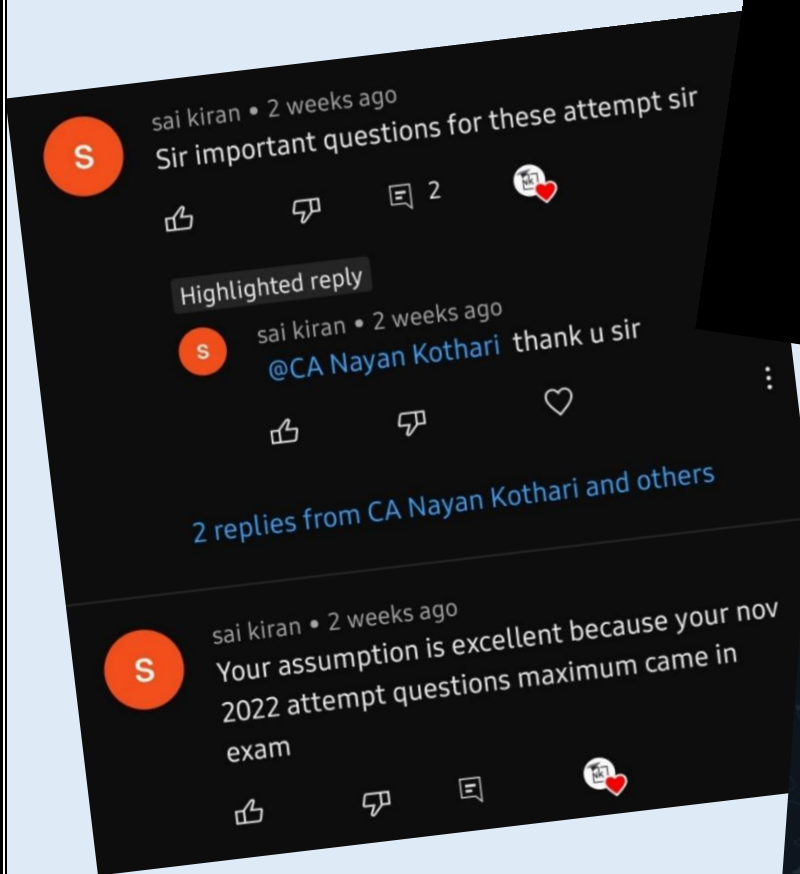
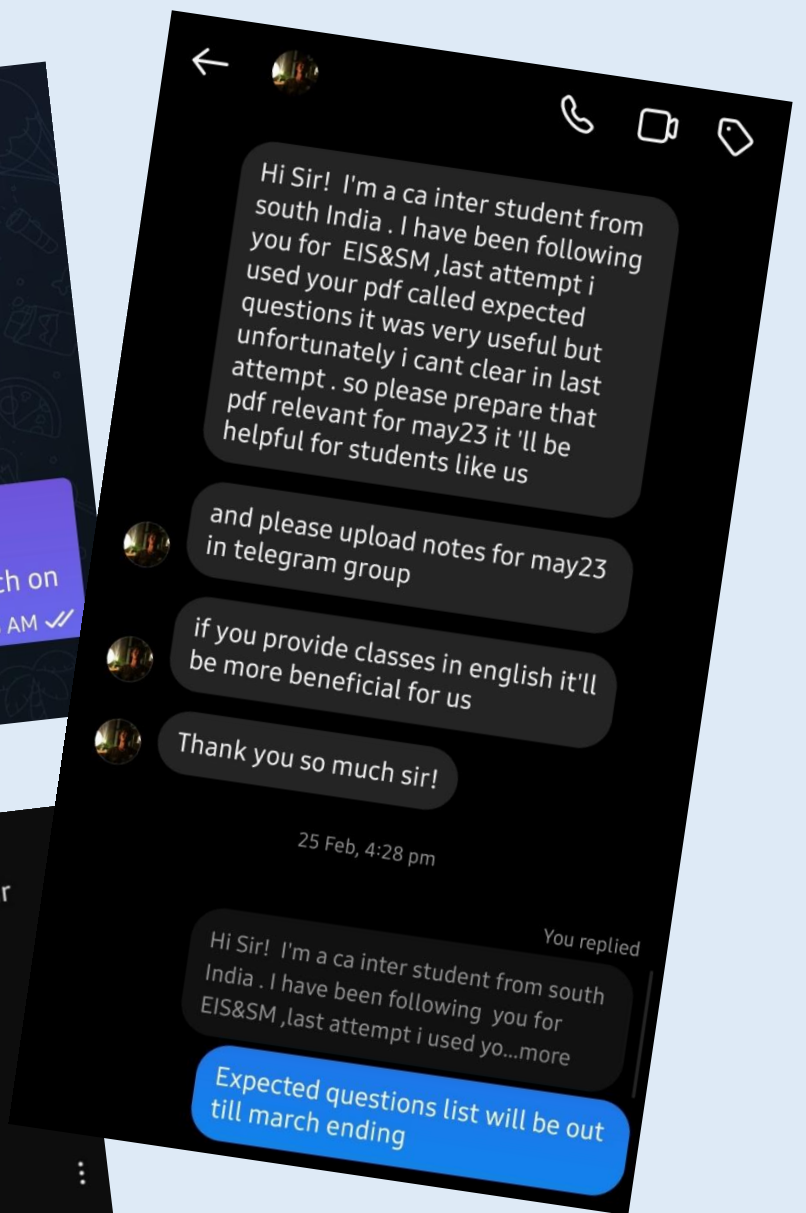
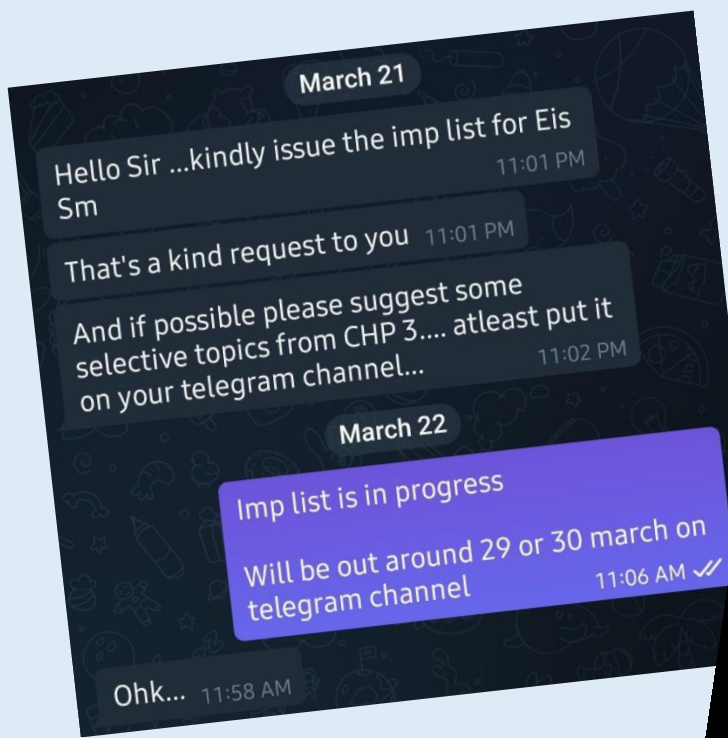
@canayankothari



SCAN OR CLICK QR BELOW  
FOR QUESTION BANK



CA NAYAN KOTHARI



*and many more.....*

**CA NAYAN KOTHARI**

## CH-1 : SM

1. Proactive & Reactive strategy. (Case Study Ques.) **IMPORTANT**
2. Role of corporate managers & importance of functional level.
3. Benefits of Strategic Management. **IMPORTANT**
4. Strategic Management in NPO & Govt org. (Full) **IMPORTANT**

## CH-2 : SM (FULL CHAPTER IMP.)

1. Competitive landscape & it's steps. **IMPORTANT**
2. Dominant economic features of industry.
3. Strategic group mapping (SGM). **IMPORTANT**
5. Sustainability of competitive advantage.
7. Product Life Cycle - PLC. **IMPORTANT**
8. BCG Matrix
9. Five competitive positions (ADL matrix) **IMPORTANT**
10. SWOT and its significance.
11. Why do companies go global? **IMPORTANT**
12. Major core competencies are identified in three areas.
13. Primary & secondary activities of Value chain. **IMPORTANT**

## CH-3 : SM

1. Major dimensions of strategic decisions. **IMPORTANT**
2. Vision. **IMPORTANT**
3. Mission. **IMPORTANT**
4. Characteristics of Objectives.

## CH-4 : SM


1. Diversification case study (vertical, horizontal, concentric & conglomerate). **IMPORTANT**
2. Turnaround strategy. **IMPORTANT**
3. Major reasons for retrenchment/turnaround/divestment.
4. Strategic Alliance.



## CH-5 : SM

1. Short note - Best cost provider strategy. (Case study) **IMPORTANT**
2. Points of common barriers to entry (threat of new entrants). **IMPORTANT**
3. Factors affecting rivalry in the industry.
4. Differentiation strategy. (Full) **IMPORTANT** **IMPORTANT**

## CH-6 : SM

1. All marketing techniques. **IMPORTANT**
2. Define projected financial statements & limitations of financial budget.
3. Approaches to evaluate net worth of business. **IMPORTANT**  
(Imp. practical question of this topic – link shared on telegram) → 
4. Difference between logistic n SCM & Implementing SCM. **IMPORTANT**
5. R&D approaches. **IMPORTANT**
6. Factors having strong influence on employee competence.
7. Strategic role of HRM.
8. Marketing mix & Expanded marketing mix.





## CH-7 : SM

1. Alfred Chandler model. **IMPORTANT**
2. Matrix structure. **IMPORTANT**
3. Hourglass & Network structure.
4. Transformational & transactional leadership. **IMPORTANT**
5. Entrepreneurship & intrapreneurship. **IMPORTANT**
6. Culture, an ally or obstacle to strategy execution & steps you would initiate to tackle the out of sync culture.

## CH-8 : SM

1. Forward and Backward linkages & Difference between strategy formulation and strategy implementation
2. Steps to initiate strategic change & Kurt Lewin model change.
3. Elements of BPR & three generic processes of a firm. **IMPORTANT**
4. Steps for implementing BPR. **IMPORTANT**
5. Types of strategic control. **IMPORTANT**
6. Richard Rumelt's Criteria for audit. **IMPORTANT**



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Shared on - Telegram



<https://t.me/canayankothari>

**REVISION VIDEOS**

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