

CA INTER SEP 25

EXPECTED QUESTIONS

— SM —



Happy
Ganesh
Chaturthi

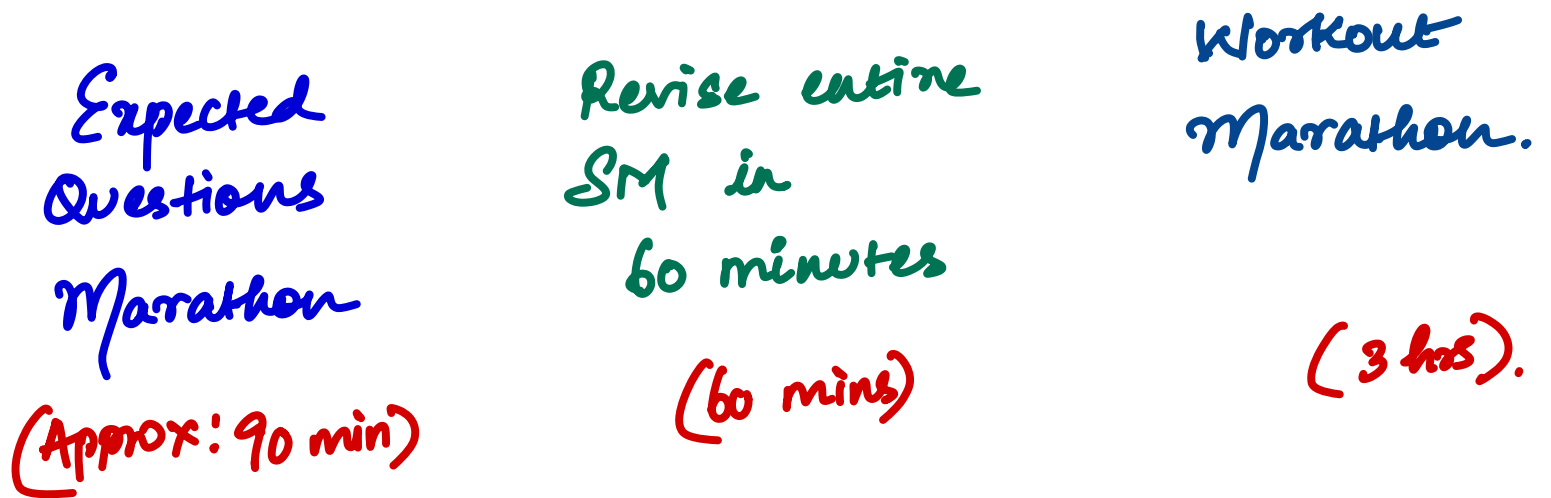


Hello Nanbas + Nanbis,

BE LIKE GANESHA.



BIG Head for wisdom,
Small eyes for focus &
Large ears for listening.

FREE RESOURCES - SM.



Bonus: chap 4 Demo uploaded.

Expected Questions list- Sep 25

CHAPTER	QUESTIONS	
CHAPTER 1	What is Strategy (10 points)	Each of the points can be a quest in itself
	What is management? / Inter related functions / Ranges from?	
	What is Strategic Management? Objective? Managerial process of what?	
	Importance of SM	
	Why mission?	
	Strategic Business Unit - VV imp for Sep 25 exams	SBU in both ch1 & 5 are important. Read them together
	Limitations of SM	
CHAPTER 2	Issues to Consider for Strategic Analysis > Explain the issue: Period of time, External and Internal factors, Risk	
	Matrix of Strategic Risk	
	Strategy Identification and Selection - 4 points	
	Characteristics of Global business (3 pts)	
	Experience curve?	
	Value creation?	
	Porter 5 Force > Barg power of buyers, Suppliers, Threat of substitutes	
	Market & Customer > Cust Behaviour - imp for Sep25	
	Competitive landscape	
	Benefits of interaction with environment	
CHAPTER 3	Examples of Key Stakeholders along with Mendelow's matrix	
	Customer Vs. Consumer	
	Channels (3)	
	Strategic Group mapping- Procedure for constructing?	
	Core competency areas (3 points) - imp for Sep25	
	Cost leadership strategy (Advantages & Disadvantages)	
	Marketing strategies	
CHAPTER 4	Characteristics of stability strategy	Lots of possibility for turnaround strategy to be tested in sep25
	Intensification (3 points)	
	Growth/ Expansion > External > M&A? (3 points- Horizontal, Vertical, Cogeneric, Conglomerate)	
	Growth/ Expansion > External > Strategic Alliance - Advantages & Disadvantages	
	Conditions/ Indicators for turnaround?	
	Reasons for Retrenchment/ Turnaround strategy?	
	Important elements of Turnaround strategy	
	General electric matrix / Stop light model - Market attractiveness & business strength measured by?	
CHAPTER 5	Arthur D Little Matrix	
	ORGANISATIONAL FRAMEWORK	
	Limitations of 7S model (Mckinsey 7s model)	
	SBU Structure - Important for Sep 25	
	Network structure, Hourglass structure?	
	Culture - Ally or obstacle; Role of culture- Imp for Sep 25	
	STRATEGIC CONTROL	
	Elements	
	3 types of Org Control	
	Types of Strategic Control	
	SM PROCESS	
	Forward & Backward linkages in Strategy implementation	
	Strategy Formulation & implementation- matrix	
	SPM	
	Choosing the right performance measure	

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