

## Inter SM - Important Topics for Last Day Revision (May 2025 Exam)

### Chapter 1

- a) Meaning & Characteristics of Strategy
- b) Meaning and Objective of Strategic Management
- c) Importance and Limitations of Strategic Management
- d) Corporate level Managers and their Role in business.
- e) Role of Functional Level Managers. (Case Study Similar to Dharam Singh in QnA Module)
- f) Element of Strategic Intent.
- g) Meaning of Vision and "Essentials of a Strategic Vision".
- h) Why should an org have a Mission?
- i) Guidelines in Formulating a Mission Statement.
- j) Characteristics of Objectives
- k) Short note on Long Term Objectives. (To achieve long term prosperity, long term objectives are established in 7 areas).
- l) Short note on Values and how it is different from "Intent".

### Chapter 2

- a) Meaning of Strategic Analysis and Issues to consider for Strategic Analysis.
- b) Economic character of industries varies according to some factors.
- c) Issues need to address by firm within the Micro Env.
- d) Characteristics of a Global company and why do companies go global.
- e) Concept of PLC and its advantages.
- f) Value Chain analysis (Primary and Secondary Activities)
- g) Porters five force model in summary form and the three steps involved.
- h) Common barriers to entry includes.....
- i) Buyers and Suppliers bargaining power.
- j) Factors affecting attractiveness of Industry.
- k) What is included in Customer Analysis and Elements that can influence the Customer Behavior.
- l) Steps to understand Competitive Landscape.
- m) Short note on Value Creation with diagram.
- n) Key Factors for Competitive Success
- o) Understanding Product (Characteristics)
- p) Elements of Macro - environment for general short note and MCQ.
- q) Short note on PESTLE Analysis.

### Chapter 3

- a) Steps involved in Strategic Group Mapping
- b) Meaning of Internal Environment.
- c) Strategic Marketing techniques such as:
  - Augmented Marketing
  - Relationship Marketing
  - Enlightened Marketing
  - Synchro Marketing
  - Demarketing
- d) Meaning of Core Competency and Major Core Competencies as per C.K. Prahalad and Gary Hamel are identified in three areas.
- e) Four specific criteria of sustainable competitive advantage
- f) Benefits of SWOT Analysis.
- g) The sustainability of Competitive advantage and a firm's ability to earn profits depends upon four major characteristics of resources and capabilities. (Sustainability of Competitive Advantage)
- h) **Cost Leadership Strategy** - When suitable, Actions to achieve cost leadership and its Advantages and Disadvantages
- i) **Differentiation Strategy** - Basis, Risks, how to achieve and its Advantages and Disadvantages
- j) **Focus Strategy** - Achieving, Advantages and Disadvantages
- k) Concept of Best Cost Provider Strategy.
- l) Three Channels
- m) Mendelow's Matrix Steps involved.

### Chapter 4

- a) Characteristics and Reasons for Stability Strategy
- b) Characteristics and Reasons for Growth/Expansion Strategy.
- c) Expansion through Intensification and Diversification
- d) Related & unrelated diversification (MCQ)
- e) Concentric and Conglomerate Diversification
- f) Innovation offers the following.....
- g) Types of Mergers.
- h) Strategic Alliance and its advantages & disadvantages
- i) Turnaround strategy action plan and important elements.
- j) Reasons for Divestment Strategy.
- k) ADL (5 Competitive Positions) and GE Matrix (Also GE vs BCG)

## Chapter 5

- a) Stages in Strategic Management.
- b) Stage 2 - Environmental and Organizational Analysis. Short note.
- c) Stage 4 - Implementation (Strategy Execution includes certain principal aspects)
- d) Difference between Strategic Planning & Operational Planning
- e) Strategic uncertainty and how to deal with it.
- f) Relationship between Strategy Formulation and Implementation.
- g) Strategy Formulation vs Implementation
- h) Concept of Backward and Forward Linkages for MCQ.
- i) Steps to initiate change.
- j) Kurt Lewin's model of Change
- k) Diff between Operational and Management Control
- l) Strategic Control and its types (Premise and Implementation are more imp)
- m) Simple vs Functional Structure.
- n) Divisional (Organized in 4 ways)
- o) Phases proposed by Davis and Lawrence for Development of Matrix Structure.
- p) Concept of Hourglass Structure
- q) Benefits of SBU Structure
- r) Transformational vs Transactional Leadership style.
- s) Managers have 5 leadership roles to play.
- t) Corporate Culture: ally or obstacle
- u) Changing a Problem Culture.
- v) Change management strategies for digital transformation. (5 Best Practices for managing change in SME's)
- w) How to manage change during Digital Transformation
- x) Role of change management in digital transformation
- y) Mckinsey 7 S Model
- z) Types of SPM's.
- aa) Factors while choosing SPM

