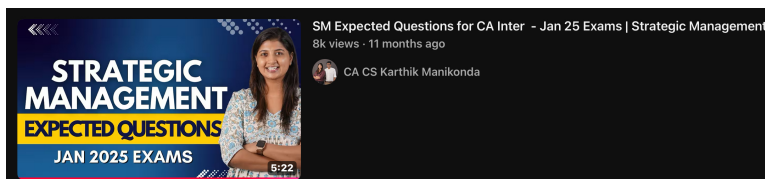
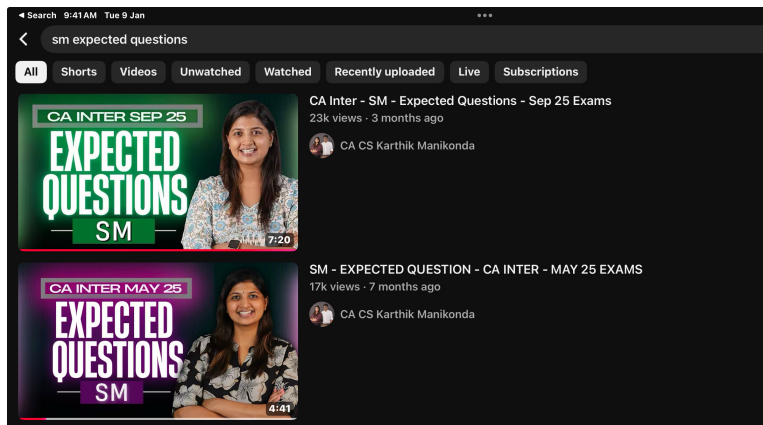
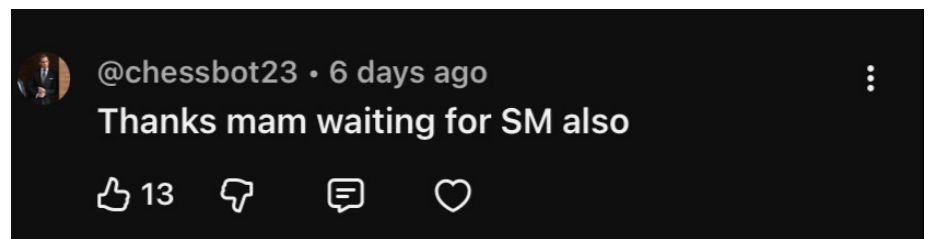
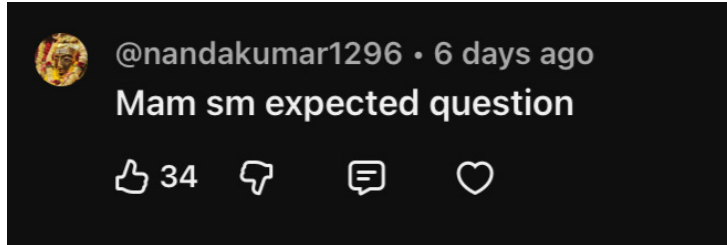


# SM Expected Questions





Sep'25 : 23k.

May'25 : 17K

Jan'25 : 8k

Don't forget to subscribe!

## STRATEGIC MANAGEMENT

CHAPTER	QN	45 EXPECTED QUESTIONS FOR JAN 2026 EXAMS	
CHAPTER 1	1	What is Strategy (10 points)	Each of the points can be a quest in itself
	2	What is management? / Inter related functions / Ranges from?	
	3	What is Strategic Management? Objective? Managerial process of what?	
	4	Importance of SM	
	5	Objectives- Characteristics	
	6	Strategic Business Unit - VV imp for Jan 26 exams	
	7	Limitations of SM	
CHAPTER 2	1	Issues to Consider for Strategic Analysis > Explain the issue: Period of time, External and Internal factors, Risk	HIGH CHANCES QUESTION
	2	Matrix of Strategic Risk	
	3	Strategy Identification and Selection - 4 points	
	4	Characteristics of Global business (3 pts)	
	5	Characteristics of a product	
	6	Value chain analysis- Primary activities	
	7	Value creation?	
	8	Porter 5 Force > Barg power of buyers, Suppliers, Threat of substitutes, Threat of new entrant	
	9	Market & Customer > Cust Behaviour - imp for Jan 26	
	10	Competitive landscape	
CHAPTER 3	1	Examples of Key Stakeholders along with Mendelow's matrix	The classroom  <a href="http://WWW.THECACLASSROOM.COM">WWW.THECACLASSROOM.COM</a>
	2	Customer Vs. Consumer	
	3	Channels (3)	
	4	Strategic Group mapping- Procedure for constructing?	
	5	Core competency areas (3 points) - imp for Jan 26	
	6	Cost leadership strategy (Advantages & Disadvantages)	
	7	Marketing strategies - may ask to identify the strategy with the case!	
CHAPTER 4	1	Characteristics of stability strategy	Lots of possibility for turnaround strategy to be tested in Jan 26
	2	Intensification (3 points)	
	3	Growth/ Expansion > External > M&A? (3 points- Horizontal, Vertical, Congeneric, Conglomerate)	
	4	Growth/ Expansion > External > Strategic Alliance - Advantages & Disadvantages	
	5	Conditions/ Indicators for turnaround?	
	6	Reasons for Retrenchment/ Turnaround strategy?	
	7	Important elements of Turnaround strategy	
	8	General electric matrix / Stop light model - Market attractiveness & business strength measured by?	
	9	Arthur D Little Matrix	
CHAPTER 5	1	Limitations of 7S model (McKinsey 7s model)	The classroom  9.COM
	2	SBU Structure - Important for Jan 26	
	3	Network structure?	
	4	Culture - Ally or obstacle; Role of culture- Imp for Jan 26	
	5	3 types of Org Control	
	6	Types of Strategic Control	
	7	Transformational & Transactional leadership	
	8	Responsibilities	
	9	Choosing the right performance measure	
	10	4 elements of digital transformation	
	11	Properly implemented change management system helps an organisation to? (5 points)	
	12	Steps to initiate a strategic change ; Kurt Lewis Model?	