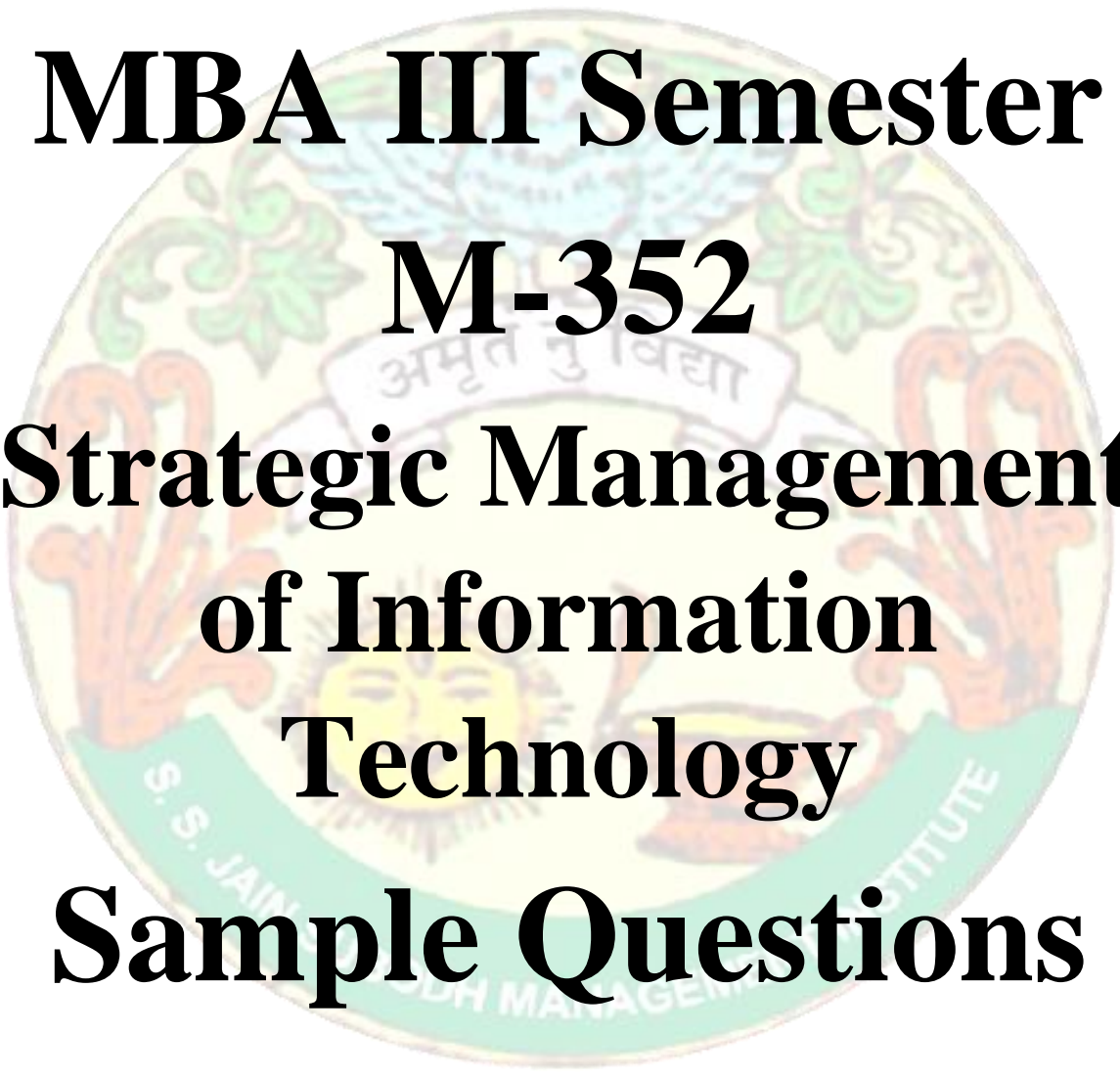


S. S. Jain
Subodh Management Institute



MBA III Semester
M-352
Strategic Management
of Information
Technology
Sample Questions

Part A: Short answer question (up to 25 words)

Part B: Analytical/ problem Solving questions

**Part C: Descriptive/ Analytical/ Problem Solving/
Case questions.**

PART A

Unit 1

Very Short Questions

- Q1. What is strategic management of information technology?
Q2. What is the introduction of strategic management?
Q3. How does information technology support strategic management?
Q4. What are the strategic uses of information technology?
Q5. Define Strategy.
Q6. How do you consider that strategic management is a process?
Q7. "Corporate planning is not synonymous with long range planning." Why? Discuss.
Q8. Explain about kind of factors that shape a company's strategy.
Q9. What is environmental scanning?
Q10. Write about its underlying factors

Unit 2

- Q11. Discuss the nature and significance of strategic management.
Q12. What are the factors responsible for an effective strategy?
Q13. What do you mean by core competence?
Q14. Discuss the process of preparing a strategy for competitive advantage using core competence.
Q15. Explain strategic management process.
Q16. Describe strategic management and environmental analysis
Q17. Differentiate mission and objectives of an organization.
Q18. How do you formulate the goals of a manufacturing organization?
Q19. How do you craft a strategy for competitive advantage? Give an instance

Unit 3

- Q20. What is BCG matrix?
Q21. What are its uses and limitations of BCG Matrix
Q22. What is GE 9 cell matrix?
Q23. Explain the chief properties of BCG matrix.
Q24. What is selection of matrix?
Q25. Explain SWOT analysis.
Q26. What is the difference between internal and external environment?
Q27. Explain the concept of competitive advantage.
Q28. Discuss the frame work of industry analysis.
Q29. Discuss Michael Porter's analysis.
Q30. Write about the differences between SWOT Analysis and TOWS Matrix.
Q31. Explain about Organizational analysis, and the value chain analysis

Unit 4

Q32. Bring out the differences between concentric diversification and conglomerate diversification. Q33. How would you evaluate the two as strategic alternatives?

Q35. Explain the significance of strategy formulation

Q36. Discuss the steps in implementation of strategy.

Q37. What are the differences between strategy formulation and its implementation?

Q38. What is strategic management?

Q39. Explain the process of strategy formulation

Q40. Differentiate between horizontal and vertical growth strategy.

Q41 How do they differ from concentric diversification?

Unit 5

Q42. How do you formulate a strategy at corporate level?

Q43. Explain it with an example.

Q44. How do you formulate a strategy at Business level?

Q45. Explain it with an example.

Q46. How do you formulate a strategy at functional level?

Q47. Explain it with an example.

Q48. Explain about strategy alternatives by its way of approachability.

Unit 6

Q49. What is the role of leadership in strategic management?

Q50. Illustrate your answer taking a few contemporary examples

Q51. What are the types of strategies that you learnt from Strategic management?

Q52. What is strategic leadership?

Q53. Explain the precautions to be taken in resource allocation under strategic management.

Q54. What is procedural implementation?

Q55. What do you mean by strategy implementation?

Q56. What are the important issues involved in it.

Q57. "Resource Allocation as a vital part of strategy" why this is vital?

Q58. What are planning systems for implementation of strategy?

Q59. Explain about Tailoring strategy to fit specific industry and company situations

Unit 7

Q60. Discuss the most appropriate methodology for evaluation of strategy

Q61. What is a diversification strategy?

Q62. List out the types of diversification strategies.

Q63. Compare and contrast vertical integration and conglomerate diversification strategies.

Q64. Define strategic control.

Q65. What are the functions under strategic surveillance?

Q66. What is strategic control?

Q67. Discuss the purpose of strategic control.

Unit 8

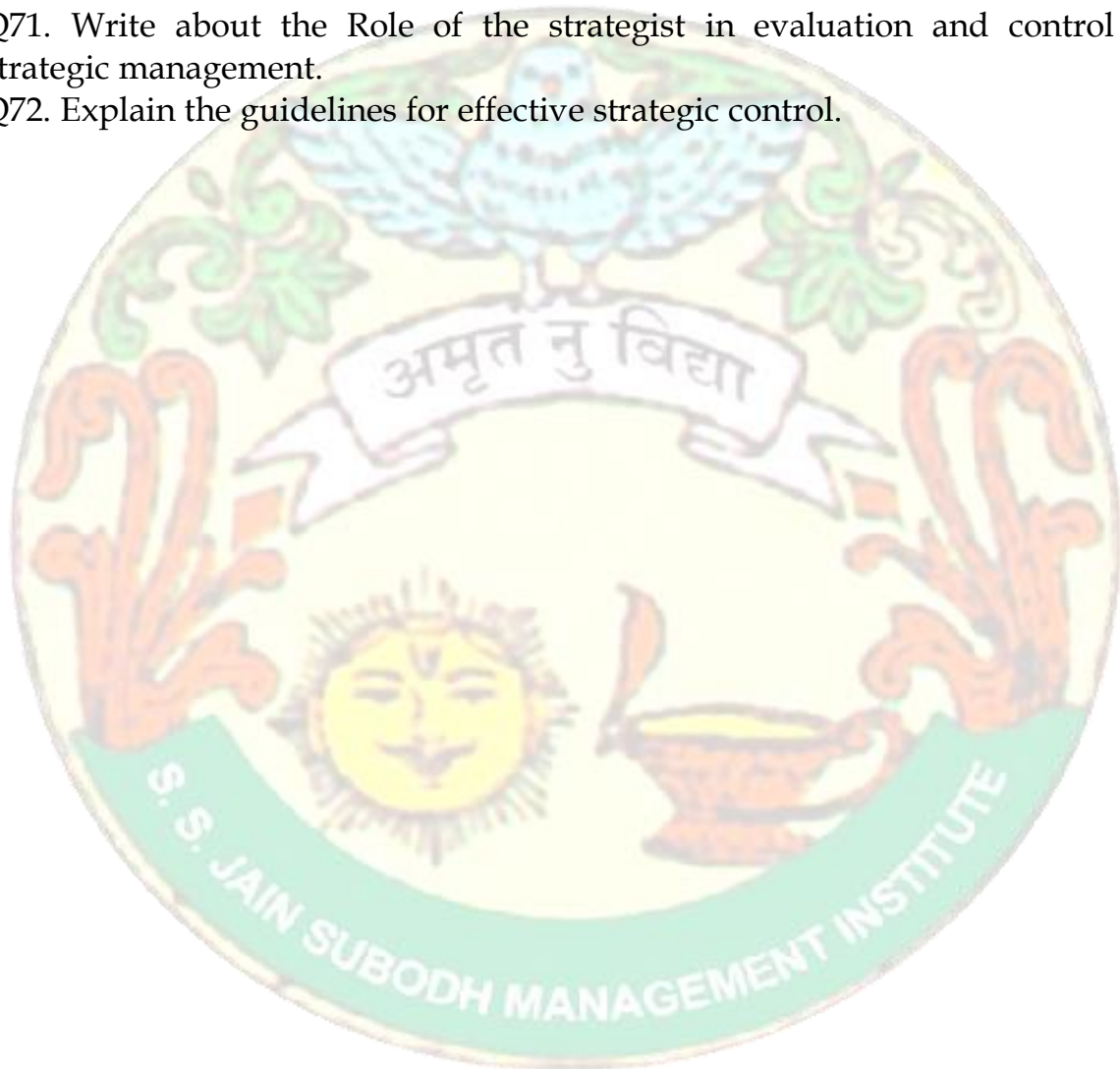
Q68. Discuss Transactional versus Transformational leaders

Q69. What is Technology transfer

Q70. Give the feedback in the Indian and international context.

Q71. Write about the Role of the strategist in evaluation and control of strategic management.

Q72. Explain the guidelines for effective strategic control.



PART B

Unit 1

Short Question

- Q1. Explain the phases in new-venture start-ups and the critical factors for new-venture development. Which do you think is the most important stage and why?
- Q2. What is the difference between the forces for change and planned change? How can organizations overcome resistance to change? How can managers create a culture for change?
- Q3. What are business strategies? Explain the three basic strategies from which entrepreneurs can choose. Give an example of each one.
- Q4. Explain with examples each of the eight steps in the strategic management process.
- Q5. Health Care Facility Organization Structure and Operation Short Answer II- Identify the committee described?

Unit 2

- Q6. Suppose you are starting up a company and inventing a product of 'Smart Robotic Vacuum Cleaner' that can detect and captures insects?
- Q7. The objective of process strategy is to create a process that can produce products that meet customer requirements within cost and other managerial constraints.
- Q8. What are The three fundamental activities (namely: reviewing external and internal factors that form the basis of current strategies, measuring performance, and taking corrective actions)
- Q9. Explain the term Technological dependence in brief. Differentiate between Technology Transfer and Technology Acquisition.
- Q10. The growth of technology follows "S" shaped curve. Explain using an appropriate example.

Unit 3

- Q11. Discuss the various technology joint ventures in India and China in strategic Management.
- Q12. Write short note on Technology Diffusion. Discuss the various techniques of Technology Forecasting.
- Q13. What do you understand by Technology strategy of a corporate? What factors influence it?
- Q14. What is creativity? Explain the role of creativity in organizational growth with the help of suitable examples.
- Q15. What is Technology Transfer? What are the various types?
- Q16. Write a short note on Technology Acquisition. What governance structure model should be selected for the JV?

Q17. How will the functional activities of the JV be conducted and managed? How should you structure a forecasting problem?

Unit 4

Q18. What methods are commonly used for forecasting? Why a firm should sell or purchase technology? Give reasons.

Q19. In purview of the case scenario, what do you think is the e-Commerce model that is adopted by HIREME Ltd.?

Q20. Which phase of Information System Life Cycle will provide an answer to the question "How will the new solution be put in effect"?

Q21. Drucker developed the concept of MBO. Discuss what it entails

Q22. Is it logical to consider Information Systems and Technology as business administration specialization, or it is an Information Systems Technology?

Unit 5

Q23. Business environment includes both specific and general forces. List any four general forces.

Q24. The understanding of business environment helps the managers to identify the "Threats".

Q25. Easy finance facilities on cars by different financiers and banks have considerably increased the demand for cars. Identify the type of environment highlighted in the given statement.

Q26. Explain any two impacts government policy changes on business and industry.

Q27. What is meant by business environment? Explain dynamic nature and uncertainty as features of business environment.

Q28. What is meant by 'business environment'? Explain any five features of business environment.

Q29. "Social environment of business is important for a business enterprise". Explain.

Q30. How might different competitive strategies help to explain why Electronic Arts lost its leadership in the video game market to Activision Blizzard?

Q31. How would you characterize Stihl's competitive strategy? Should it be classified as a low-cost provider, differentiation strategy, or a best-cost strategy? Also, has the company chosen to focus on...

Q32. Define, compare, and contrast, competitive advantage and sustainable competitive advantage.

Q33. Competitive advantage is defined as the strategic advantage one business entity has over its rival entities within its competitive industry. Achieving competitive advantage strengthens and position...

Unit 6

Q34. What are the current issues in strategic management?

Q35. What is the role of information technology in strategic management?

Q36. What are the three questions that one can ask in the strategic management model?

Q38. What are the 4 main points of IT strategic planning?

Unit 7

Q39. What are the technical challenges of strategic management?

Q40. What are the possible question in strategic management?

Q41. What are the 3 key questions in strategic management discuss their importance?

Q42. What are the three important questions to answer in developing a strategic plan?

Unit 8

Q43. What are key questions in enterprise architecture?

Q44. What are the 4 main types of enterprise architecture?

Q45. How is enterprise architecture related to information technology?

Q46. What are the 3 most important factors to consider when creating an enterprise architecture?



PART C

Unit 1

Very Long question

Q1. How does information technology support strategic management? Why is strategic management important to information system and information technology?

Unit 2

Q2. What time frame should our strategic plan cover? Who should be part of the strategic planning process and Where do we start when it comes to devising a strategy?

Unit 3

Q3. What is SAP Landscape Management. What is the relationship between SAP Solution Manager? Are there any dependencies between these two products?

Unit 4

Q4. What Do You Mean By Consumerism? Give Two Rights Of The Consumer?

Q5. What Kind Of External Factors Influence The Process Of Business Enterprises?

Unit 5

Q6. What is the difference between the forces for change and planned change? How can organizations overcome resistance to change? How can managers create a culture for change?

Q7. Explain logical to considered Information Systems and Technology as business administration specialization, or it is an Information Systems Technology?

Unit 6

Q8. Discuss Health Care Facility Organization Structure and Operation Short Answer II- Identify the committee described?

Unit 7

Q9. . How will the functional activities of the JV be conducted and managed? How should you structure a forecasting problem?

Unit 8

Q10. What is the ISO? What is ISO certification and why are popular ISO standards?

