



UNIT-1

TWO MARK QUESTIONS

1. Discuss three key dimensions of strategic management and provide examples of how they impact organizational performance.
2. Outline two benefits and two risks associated with adopting a strategic management approach in a rapidly changing market environment.
3. How has the evolution of strategic management contributed to the integration of sustainability practices in organizational strategy? Provide examples.
4. Explain the shift from traditional strategic planning to contemporary strategic management approaches in response to globalization and technological advancements.
5. Describe two major milestones or developments in the evolution of strategic management theory and practice over the past century.
6. How has the emergence of digital technology influenced the evolution of strategic management processes in modern organizations? Provide insights.
7. Why is establishing a clear business vision and mission essential for guiding organizational strategy and decision-making? Provide rationale.
8. Evaluate the mission statement of a well-known company of your choice using SMART criteria. Identify strengths and weaknesses.
9. Discuss the importance of aligning organizational goals and objectives with its vision and mission for strategic coherence and effectiveness.
10. Identify and explain three characteristics of effective business visions and missions, highlighting their role in inspiring and guiding organizational efforts.
11. Discuss the key components of a strategic intent framework and how they contribute to organizational clarity and alignment.
12. How can organizations ensure that their strategic intent remains relevant and adaptive in the face of external market disruptions? Offer strategies.
13. Outline the stages of the strategic management process and explain the significance of each stage in achieving organizational goals.



14. Evaluate the effectiveness of a specific strategic management model or framework (e.g., SWOT analysis, BCG matrix) in guiding strategic decision-making within organizations.
15. Describe how organizational leaders can foster a culture of strategic thinking and execution among employees to enhance the success of strategic management initiatives.
16. Name two dimensions of strategic management and briefly explain how they influence organizational success.
17. Explain one benefit and one risk associated with strategic management in simple terms.
18. How has the evolution of strategic management impacted the way companies adapt to changes in their external environment?
19. Describe one major change in strategic management practices due to technological advancements.
20. How has globalization influenced the way companies approach strategic planning?
21. What role did the emergence of the internet play in shaping modern strategic management practices?
22. Why is having a clear business vision important for a company?
23. Provide an example of a mission statement and explain why it's effective or ineffective.
24. How do goals and objectives help a company achieve its vision and mission?
25. What are three characteristics of a strong business vision?
26. Name one component of a strategic intent framework and explain its purpose.
27. Why is it important for a company's goals to align with its vision and mission?
28. Describe what happens during the strategic management process in simple terms.
29. Provide an example of a tool or technique used in strategic management and explain how it helps companies make decisions.
30. How can leaders encourage employees to think strategically in their day-to-day work?