

# Corporate strategy

## QUESTION BANK

Write short notes on:

1. What is the significance of synergy for an organisation?
2. What do you mean by Matrix structure?
3. Give the meaning of corporate culture.
4. Differentiate between Strategy and Tactics.
5. Define Forward integration with the help of example.
6. Write a short note on GE nine cell frameworks.

Write long notes on:

7. What are the various levels of strategy? What is the role of a strategist?
8. Distinguish between SWOT and TOWS giving examples.
9. Describe Porter's five forces model in detail. What are the driving forces and key success factors of a business?
10. Explain in detail the leadership, differentiation and focused strategies. What are the advantage and disadvantages of each?
11. What do we mean by related and unrelated diversification? Explain the meaning of corporate restructuring.
12. Describe the harvesting and retrenchment combination strategies in detail

Describe strategy-structure fit of an organization. How is resource allocation done?

13. Describe the organizational system and techniques of strategic evaluation.
15. Describe strategy-structure fit of an organization. How is resource allocation done?
16. Describe the organizational system and techniques of strategic evaluation.

