

## **Chapter 5**

### **Strategy Formulation**

1. “What are the differences between offensive strategy and defensive strategy? Which one do you think better for an organization? **(2011)**
2. Describe social roles and responsibilities of an organization. **(2011)**
3. Define **corporate** strategy .Explain the elements of corporate strategy/What are the special considerations in corporate strategy/Identify the characteristics associated with the three broad corporate strategies? / Why is important to integrate R &D into corporate strategy? **(2015,2014,2013,2010,2008)**
4. How can manager link strategy to ethics and social responsibility? **(2010)**
5. Make a comparison among business strategy, functional strategy and operating strategy adopted in a non-diversified business.\ make a comparison among the four levels of strategies adopted by business organizations. **(2015,2010)**
6. What is business level strategy? **(2016)**
7. How can each one of the business level strategies be used to position the firm relative to the forces of competition in a way that helps the firm earn above-average returns? **(2016)**
8. What are the specific risks associated with using each business level strategy? **(2016)**
9. Describe the various levels of strategies adopted by a single business enterprise. **(2009)**
10. What are the distinct levels of strategy managers in diversified companies? **(2016)**
11. Why is strategy essential for a business organization in this age of completion? What are the major types of strategy? **(2008)**
12. Who are responsible for strategy execution and implementation at different levels of strategy? **(2008)**
13. Define business strategy .State the features of a business strategy.\ what are the various business level strategies? Discuss **(2014,2008)**
14. Explain how a company can be made socially responsible. **(2007)**
15. What strategies do you suggest for the BJMC to strengthen their market position? **(2007)**
16. Make a comparative analysis among the four levels of strategies adopted by the business. / Make a comparison among the four levels of strategies adopted by business organizations. **(2012)**
17. How is strategy linked to ethics and social responsibility? **(2012)**
18. Discuss the importance of business ethics in strategic management. **(2013)**
19. Differentiate business level strategies from functional level strategies. **(2013)**
20. Define differentiation strategy. How can a company differentiate its product? Discuss. **(2017,2013)**
21. What is vertical integration? What are the advantages and disadvantages of vertical integration? **(2013)**

22. What is meant by “competitive advantages” How can a company build competitive advantage? \” The different market structures have different viewpoints with respect to competition” explain the statement with respect to the market structures and sustainable competitive advantage. Explain with suitable examples. **(2015,2013)**
23. What is strategy formulation? Describe in short the various components of strategy formulation. **(2014)**
24. “Functional strategy is dictated by its parent’s business units strategy”. Explain the statement with example. **(2014)**
25. How does market development strategy and product development strategy differ? Explain with example. **(2014)**
26. How does Square group of Bangladesh use the brand extension strategy? **(2014)**
27. What is vertical integration? Mention some examples of vertically integrated companies. **(2014)**
28. State the pros and cons of vertical integration strategy. **(2014)**
29. How can you compare between radical innovation and incremental innovation? **(2014)**
30. Corporate planning is not synonymous with long range planning—why? How does special alert control reconsider the firm’s basic strategy based on a sudden, unexpected event? **(2015)**
31. What is strategic alliance? What are the potential gains of forming strategic alliance? **(2015)**
32. If a firm selects low cost strategy, does it imply that the firm is compromising with quality? Explain your view with the example of an airline company. **(2015)**
33. "The different market structures have different viewpoints with respect to competition" explain the statement with respect to the market structures and sustainable competitive advantage.**(2017)**
34. Draw a strategy making pyramid for a diversified business organization.**(2017)**
35. What is global strategy?**(2017)**
36. Identify the characteristics associated with the three broad corporate strategies? **(2017)**
37. What are the differences between offensive strategy and defensive strategy? Which one do you think better for an organization? **(2017)**
38. If a firm selects low cost strategy, does it imply that the firm is compromising with quality? Give your judgment.**(2017)**
39. Briefly discuss about the methods of competitive analysis of a Multi-National Company (MNC). **(2017)**
40. How can you link the ethics and social responsibilities with your business strategy? **(2017)**