

Chapter 2

Strategic Management Process

1. What crucial roles does an entrepreneur play in forming a strategic vision? **(2010)**
2. Explain briefly the value chain activity of an organization. **(2011)**
3. Define strategic vision? **(2013)** Why is the setting of strategic vision important for a business organization? **(2009,2011)**
4. What are the elements of a strategic vision? **(2013)**
5. What are the components of an organization's environment? **(2009)**
6. If you intend to analyze external environment of a business, what factors would you consider in this respect? Explain them with example. **(2014)**
7. Strategic planning has become increasingly important due to a number of environmental changes, Mention the key environmental changes in this regard and specify how those changes influence strategic planning. **(2015)**
8. Why should managers make an in depth analysis of the components of their organization's environment? **(2009)**
9. What is meant by remote environment? Discuss. **(2014)**
10. What do you mean by SWOT analysis? **(2011,2010,2009)**
11. Write up in brief a SWOT analysis of your University. **(2011)**
12. Describe the steps that are involved in the SWOT analysis process?**(2009)**
13. Why is it necessary to undertake SWOT analysis in the business organizations? **(2010,2009)**
14. After the SWOT analysis has been completed, what do the managers need to do next? **(2010)**
15. What is environmental forecasting? Describe the qualitative techniques used in environmental forecasting. **(2010)**
16. What are the components of macro environment of any bank operating in Bangladesh? **(2011)**
17. State the concept of vision and mission with their distinguishable features. **(2008)**
18. What is the real value of SWOT analysis? How will you identify the threats to a company's strategy? **(2008)**
19. What is internal analysis? What benefits may a business organization have from an internal analysis? **(2007)**
20. Briefly discuss a SWOT analysis of Unilever Bangladesh Limited. **(2016)**
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22. What is SWOT analysis? Does SWOT analysis for Bangladesh Railway help to formulate a better strategy to improve its service quality? **(2012)**
23. Why is SWOT analysis necessary before selecting a particular strategy for business organization? **(2017,2012)**
24. Define mission. How is mission related to vision? **(2013)**
25. What is value chain? Explain the steps involved in value chain analysis. **(2013)**

26. What is value chain? Show the value chain activities of a manufacturing organization.(2017)