

Chapter 4

Strategic Analysis

1. What is Strategic Analysis? **(2016)**
2. What are causes of environmental analysis? **(2016)**
3. Suggest the guidelines for effective competitive analysis for a MNC. **(2016)**
4. Explain the Industry Life Cycle in an industry. **(2016)**
5. Suppose your company is operating its business in the pharmaceutical industry. What are the key success factors in this industry? **(2010, 2016)**
6. How do resources, competencies and capabilities shape a company's strategy? **(2016)**
7. Define an industry, and give a list of key economic features of industry. **(2011)**
8. What is your assessment of competitive strength of Grameen Phone in key success factors of telecommunication Industry?
9. Explain Michael Porter's Five Forces Model of Competition Analysis. Describe the five generic competitive strategies\ what are the Five Forces of Porter's Model of industry analysis. Explain them in brief. In what purpose can you apply this model? **(2014,2010,2009.2012)**
10. Describe the forces for driving industry competitions according to Michael Porter's Model. **(2016)**
11. What are the technology related KSFs (Key Success Factors)? **(2016)**
12. Why it is essential to identify KSFs, as they are good cornerstones of a firm's strategy. **(2015)**
13. Your company is facing severe completion from substitute products, what actions would you adopt to retaliate aggressively against new entrants in the industry? **(2009)**
14. What are critical success factors? State the major sources of critical success factors for an organization. **(2009)**
15. Discuss the necessity of industry analysis. **(2009)**
16. Prepare an industry analysis plan**(2009,**
17. How can you evaluate the attractiveness of an industry? **(2009)**
18. How do resource strength, competencies and competitive capabilities shape a company's strategy? **(2009)**
19. Describe the areas covered by an internal environmental analysis. **(2008)**
1. What do you mean by scanning of environment?/ What is environmental scanning techniques?**(2017,2008)**
20. How can environmental scanning be accomplished? **(2008)**
21. How do organizations respond to the influence of external environment? **(2008)**
22. How can the garment Industry be strengthened in Bangladesh?
23. What support system may provide better customer service in restaurant business? **(2012)**
24. What is environmental analysis? What are the stages of environmental analysis? / What is Industry analysis? Discuss the methods of Industry and competitive analysis. **(2012)**
25. Briefly explain macro environmental factors that affect an organization's strategy. **(2012)**

26. Describe the qualitative and quantitative techniques of environmental forecasting. **(2012)**
27. Use the Porter's five forces model to analyze an industry of your choice. **(2012)**
28. What are the dominant economic features of an industry? **(2013)**
29. In what circumstances buyer can create bargaining pressure on sellers? Explain **(2013)**
30. Suppose your company is operating its business in the pharmaceutical Industry. What are the key success factors in this industry? **(2011)**
31. What is your assessment of competitive strength(s) of Grameen Phone in key success factors of telecommunication industry.**(2017)**
32. What are the key success factors for competitive success of a telecommunication company? **(2013)**
33. Define competence, core competency and distinctive competency with example. **(2014)**
34. Give example of core competencies of a company and explain how the company utilizes its core competencies to gain competitive advantage. **(2014)**
35. Define competence, core competence and distinctive competency with example.**(2017)**
36. What is a business model? A business model answers what questions? **(2014)**
37. What do you mean by barriers to entry? Discuss the sources of barriers to entry. **(2014)**
38. What are meant by industry competitiveness structures? Discuss in short the sources of rivalry among the established company. **(2014)**
39. What is Industry analysis? Discuss the methods of Industry and competitive analysis. **(2014)**
40. What do you mean by exit barrier? What are its sources? **(2014)**
41. How would you define mobility barrier? Discuss its implication with the help of an example of pharmaceutical industry. **(2014)**
42. What is value chain? Show the value chain and explain the elements in brief. Compare between firm value chain and industry value. **(2015)**
43. Driving forces are the major underlying causes of changing industry and competitive conditions. Elucidate the statement. **(2015)**
44. " Differentiating one's product offering from rival's products is striving to build customer loyalty."—Enlighten on statement. **(2015)**
45. Mention the features of consolidated and fragmented industries with appropriate examples. **(2015)**
46. Industry and competitive analysis helps a company in arriving as its positioning strategy. In the light of statement, assess the competitors' target markets and their differential advantage.**(2015)**
47. What types of strategic approaches are used to prepare a business organization to operate in the future market? **(2017)**
48. (b) How a company can mobilize its resources to produce 5 competitive advantages.**(2017)**
49. What are the components of macro environment of bank's operating in Bangladesh?**(2017)**