

Question Bank for PG Course

Commerce

Paper-XI

Strategic Management : PGCO-XI

1. The word 'Strategy' is derived from which word?
2. How strategy can be classified?
3. How strategy acts?
4. Who are taken into the considerations of strategic management?
5. Who are the important strategists in the strategic management?
6. What are the different levels of strategy.?
7. What is strategic intent?
8. What is ETOP?
9. What is Stability Strategy?
10. What is Growth strategy?
11. What is Retrenchment strategy?
12. What is Centralization?
13. Who developed BCG Matrix?
14. What are the different barriers in the context of strategic control?
15. In measuring performance what kind of approach can be used?