

# STRATEGIC MANAGEMENT



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**STRATEGIC MANAGEMENT SOLVED PAPERS AND GUESS**

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**Edition Description: 2018-19**

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**UNIT-II:** Strategic management process – vision of the company – business vision models – objectives and goals. Business policies and strategies.

**UNIT-III:** Environmental scanning and analysis – types: international, external, internal – characteristics – SWOT – approaches of the environmental scanning.

**UNIT-IV:** Generic competitive strategies – integration strategies – outsourcing strategies – offensive and defensive strategies – strategic alliances and collaborative partnerships – merger and acquisition – diversifications – tailoring strategies to fit specific industry and company situations.

**UNIT-V:** Building resource strengths and organizational capabilities – frame work for executing strategy – strategy execution process – organizational structure – managing internal operations corporate culture of leadership – designing strategic control system, key success factors – monitoring success and evaluating deviation.

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