**TOPIC 4: THE CORE PROCESSES: STRATEGIC ANALYSIS; STRATEGY FORMULATION; STRATEGIC CHOICE**

**SELF-CHECK**

* Discuss forward integration strategies.
* Discuss backward integration strategies.
* Elaborate horizontal integration strategies.
* Provide examples on how organization implement integration strategies.
* What are diversification strategies.
* Elaborate related diversification guidelines.
* What is divestiture?
* Elaborate divestiture guidelines.
* Why alternative strategies must be developed in the organization?
* Explain the process involved in developing various alternative strategies in the organization.
* Who should involve in the process of developing alternative strategies in the organization?
* Illustrate the comprehensive strategy-formulation framework.
* Explain Input stage and what are the methods used in input stage?
* Explain matching stage and what are the possible methods used in the matching stage?
* Explain decision stage and what is the method used to access decision stage?
* Choose one organization and develop EFE Matrix and IFE Matrix for that organization.
* Choose one organization and develop Competitive Profile Matrix for that organization.
* Choose one organization and conduct SWOT analysis for that organization.
* What are the benefits of SPCE matrix?
* How to conduct SPACE matrix?
* What is BCG Matrix?
* How to perform BCG matrix?
* What are the benefits of Internal-External matrix?
* What is Grand Strategy Matrix?
* What is QSPM?
* Explain on how to develop QSPM.
* What are the benefits of using QSPM?
* What are the limitations of using QSPM?

**SELF CHECK**