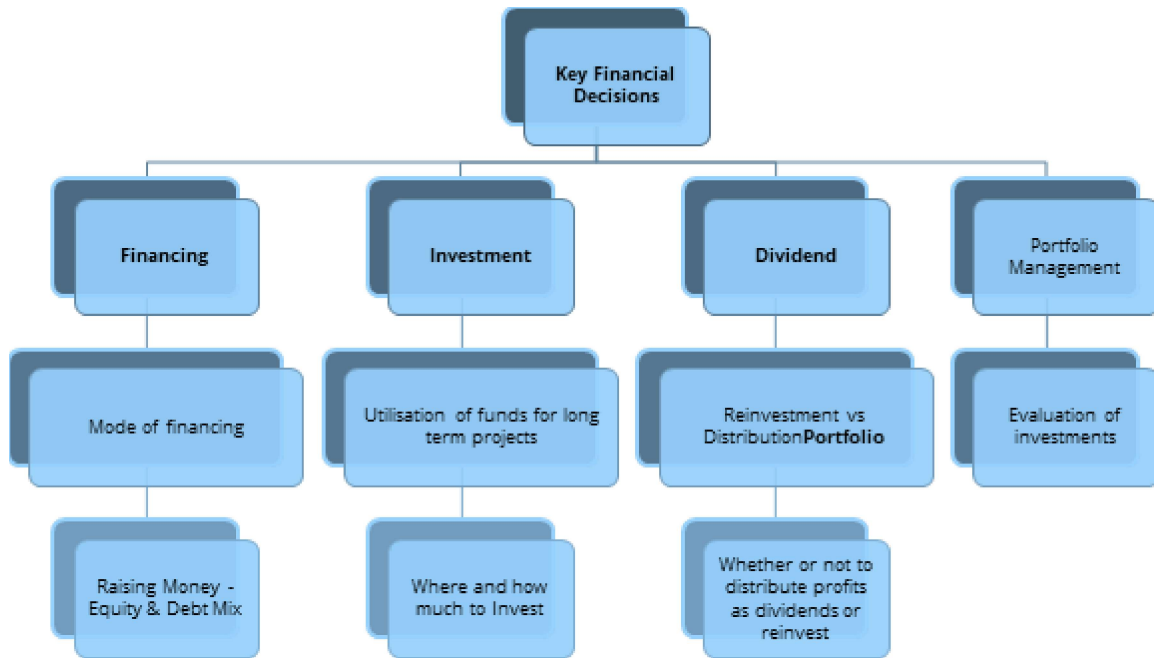




Q6. What are the key decisions falling within the scope of financial strategy? (Important)(Past Exams)

A.



Q7. Explain levels of strategy (Important) (Past Exams)

A. **Corporate Level Strategy** - concerned with management of portfolios of business

Corporate level strategy should be able to answer three basic questions:	
Suitability	Whether the strategy would work for the accomplishment of common objective of the company.
Feasibility	Determines the kind and number of resources required to formulate and implement the strategy.
Acceptability	It is concerned with the stakeholders' satisfaction and can be financial and non-financial.

Business Unit Level Strategy

Strategic business unit (SBU) is any profit centre that can be planned independently from the other business units of an organisation. They have a discrete marketing plan, own set of competitors, and marketing campaign. It typically has a manager responsible for strategic planning and profit performance who controls most of the factors.

These strategies take care of

- practical coordination of operational units
- supervision of operations in the unit
- meet deadlines and targets set by Corporate Level in developing and sustaining products and services.

