

SUBJECT: STRATEGIC MANAGEMENT - SEM I
MULTIPLE CHOICE QUESTIONS

1. _____ is when two companies lose their identity and form a new company.
 - a. Acquisition
 - b. Merger
 - c. Amalgamation
 - d. Joint venture

2. BCG was developed by _____.
 - a. British corporate Governance
 - b. Boston consultancy Group
 - c. Bhabha consultancy Group
 - d. Boston Corporate Group

3. _____ is basically a funding model for a public infrastructure project.
 - a. PPP
 - b. PMT
 - c. BEST
 - d. BHEL

4. In the full form of PPP includes one of the 'P' is _____.
 - a. People
 - b. Private
 - c. Partner
 - d. Profit

5. _____ is a type of man-made disaster.

- a. Cyclone
- b. Earthquake
- c. War
- d. Flood

6. Strategy _____ is the final step of strategic management process.

- a. Formulation
- b. Implementation
- c. Evaluation
- d. Planning

7. Supplier is a part of _____ factor of the business environment.

- a. Interna
- b. Micro
- c. Macro
- d. Fixed

8. Full form of KPO is _____ process outsourcing.

- a. Known
- b. Kotak
- c. KPO
- d. knowledge

9. A _____ is characterized by the purchased of a smaller company by a larger one.

- a. Merger
- b. Joint venture
- c. Takeover

d. Turnaround

10. A company's mission statement must be _____

- a. Difficult
- b. Clear
- c. Confusing
- d. Outdated

11. _____ is one of benefits of strategic management.

- a. Lack of evaluation
- b. Problem of resistance
- c. Corporate image
- d. Unrealistic mission

12. Training is _____ functional strategy.

- a. marketing
- b. Financial
- c. Production
- d. Human resources

13. _____ means the aggregate of all conditions, events and influences that surround and affect it.

- a. Business environment
- b. strategy
- c. Goals
- d. Promotion

14. Financial resources is a part of _____ factor of the business environment.

- a. Internal
- b. Micro
- c. Macro
- d. Fixed

15. Full form of QUEST is _____ .

- a. Quick Environmental scanning Technique
- b. Quick Environmental survey training
- c. Quick Environmental surfing technique
- d. Quick Environmental scanning technology

16. A _____ refers to a combination of two or more companies into one company.

- a. Acquisition
- b. Merger
- c. Amalgamation
- d. Joint venture

17. _____ merger takes place when the merged companies are producing similar type of products or services.

- A. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

18. _____ merger takes place between two companies producing different goods and services.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

19. _____ merger is between firms that are involved in totally unrelated business activities.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

20. _____ merger is between firms which are involved into indirectly related business activities.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

21. _____ is a type of partnership whereby two or more firms come together and establish a new business unit.

- a. Acquisition
- b. Merger
- c. Amalgamation
- d. Joint venture

22. _____ can be defined as entry of a firm into new products and in new markets.

- a. Divestment
- b. Merger
- c. Diversification
- d. Turnaround

23. _____ diversification is when a company enters into new business which is closely related with existing line of business.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

24. _____ diversification involves into such areas or products which are indirectly related to existing line of business.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

25. _____ diversification involves entry in a totally new areas or business.

- a. Horizontal
- b. Vertical
- c. Conglomerate
- d. concentric

26. _____ strategy means making a company profitable again.

- a. Divestment
- b. Merger
- c. Diversification
- d. Turnaround

27. _____ strategy involves dropping some of the products, markets or functions.

- a. Divestment
- b. Merger
- c. Diversification
- d. Turnaround

28. _____ strategy is when organization takes a decision to sell its entire business.

- a. Divestment
- b. Liquidation
- c. Diversification
- d. Turnaround

29. _____ is one of the reasons of divestment strategy.

- a. Corporate image
- b. Competitive advantage
- c. Mismatch of business
- d. Survival

30. In BCG matrix question marks are also called as _____

- a. cash cows
- b. Wild cats
- C. Stars
- d. Dogs

31. Under General Electric nine cell matrix Green zone gives the signal for _____

- a. wait and watch
- b. Stop
- c. Go ahead
- d. No use

32. Under General Electric nine cell matrix yellow zone gives the signal for _____

- a. wait and watch
- b. Stop
- c. Go ahead
- d. No use

33. Under General Electric nine cell matrix Red zone gives the signal for _____

- a. waits and watch
- b. Stop
- c. Go ahead
- d. No use

34. Full form of SPACE is _____.

- a. Strategic position and action evaluation
- b. Special position and action evaluation
- c. Strong position and action evaluation
- d. Smart position and action evaluation

35. Full form of ETOP is _____.

- a. Environmental threat and opportunity profile
- b. Environmental technology and opportunity profile
- c. Environmental target and opportunity profile
- d. Environmental total and opportunity profile

36. BOT is built, operate, and _____

- a. Training
- b. Transfer
- c. Target
- d. Total

37. Full form of PPP is _____

- a. Public private participation
- b. People private participation
- c. Public private people
- d. Public private program

38. _____ is one of advantage of information technology.

- a. Hacking
- b. Loss of jobs
- c. Health problems
- d. Growth and expansion

39. _____ is one of limitation of information technology.

- a. Hacking
- b. Competitive advantage
- c. Corporate image
- d. Growth and expansion

40. _____ is a grave occurrence of having ruinous results.

- a. Disaster
- b. Growth
- c. Venture
- d. Franchising

41. Death is a _____ effect of disaster.

- a. Physical
- b. Psychological
- c. Economic
- d. Social

42. unemployment is a _____ effect of disaster.

- a. Physical
- b. Psychological
- c. Economic
- d. Social

43. stress is a _____ effect of disaster.

- a. Physical
- b. Psychological
- c. Economic
- d. Social

44. The problem of social networking is a _____ effect of disaster.

- a. Physical
- b. Psychological
- c. Economic
- d. Social

45. _____ aims at improvements in performance by redesigning the process.

- a. outsourcing
- b. Business process reengineering
- c. Downsizing
- d. De merger

46. _____ involves retrenchment of surplus manpower.

- a. outsourcing
- b. Business process reengineering
- c. Downsizing
- d. De merger

47. _____ restructuring involves a significant change in the financial structure of the firm.

- a. Portfolio
- b. Organizational
- c. Financial
- d. Rehabilitation

48. Which one is not one of the elements of strategic management?

- a. Formulation of strategy
- b. Co-ordination of strategy
- c. Implementation of strategy

d. Evaluation of Strategy

49. In SWOT Analysis, SW refers to the factors that are:

- a. Internal
- b. External
- c. Global
- d. Essential

50. Horizontal Integration Means _____

- a. acquire a profitable business
- b. acquire a loss-making business
- c. acquire business in your own industry
- d. acquire a business from foreign country

51. Strategy Evaluation Means _____

- a. comparing costs
- b. comparing time horizon
- c. comparing human resource
- d. company plans with actuals.

52. Strategic management involves the _____, directing, _____ and controlling of a company's strategy-related decisions and actions.

- a. Financing; marketing
- b. Planning; financing
- c. Planning; organizing
- d. Marketing; planning

53. The primary focus of strategic management is:

- a. strategic analysis
- b. the total organisation
- c. strategy formulation

d. strategy implementation.

54. The basis of marketing operations is the coordination of four key variables, namely: product, price, place and _____

- a. Promotion
- b. Positioning
- c. Publicity
- d. Publicity

55. _____ refers to set of products which are offered for sale by a firm

- a. Product mix
- b. Product design
- c. Product selling
- d. Product marketing

56. _____ refers to a group of related products that share common characteristics, and channels of distribution.

- a. Product line
- b. Product mix
- c. Product Range
- d. Product selling

57. Which of the following is not a part of the 4 p's of marketing?

- a. Product
- b. Place
- c. Promotion
- d. Pace

58. _____ is an unpaid form of promotion-mix.

- a. Publicity
- b. Advertising
- c. Salesmanship
- d. Loyalty programs

59. Product mix refers to set of products which are _____ by a firm

- a. Produced
- b. Designed
- c. Sold
- d. Offered on sale

60. Product line refers to a group of related products that share _____ characteristics, and channels of distribution.

- a. Different
- b. Common
- c. Equal
- d. Dual

61. The main _____ of advertising is to create awareness

- a. Objective
- b. Aim
- c. Motive
- d. All the above

62. _____ is a process of choosing the right person for the right job.

- a. Recruitment
- b. Selection
- c. Placement
- d. Transfer

63. _____ refers to fitting the right person at the right place of work.

- a. Recruitment
- b. Selection
- c. Placement
- d. Promotion

64. _____ is a systematic description of employee's job relevant strengths and weaknesses

- a. Placement
- b. Induction
- c. Feedback
- d. Performance appraisal

65. Process of searching for prospective employees and stimulating them to apply for job is _____

- a. Selection
- b. Recruitment
- c. Advertisement
- d. None of these

66. _____ consists of planned programs undertaken to improve employee knowledge, attitudes, skill and social behaviour.

- a. Performance appraisal
- b. Training
- c. Recruitment
- d. Induction

67. _____ refers to horizontal movement of employees in respect of job position

- a. Training
- b. Promotion
- c. Transfer
- d. Placement

68. _____ refers to vertical movement of employees in respect of job position

- a. Training
- b. Promotion
- c. Transfer
- d. Placement

69. BCG in BCG matrix stands for _____

- a. Boston Calmette Group
- b. British Consulting Group
- c. Boston Corporate Group
- d. Boston Consulting Group

70. Which of the following is not part of the micro environment?

- a. Technology
- b. Shareholders
- c. Competitors
- d. Publics

71. Which of the following is not a part the Macro Environment?

- a. Laws & Policies
- b. Demographics
- c. Suppliers
- d. Social Values

72. Cultural values would be part of which of the following factor in macro environment?

- a. Demographic
- b. Social
- c. Ecological
- d. Natural

73. What does Dog symbolize in BCG matrix?

- a. Introduction
- b. Growth
- c. Maturity
- d. Decline

74. What does Stars symbolize in BCG matrix?

- a. Introduction
- b. Growth
- c. Maturity
- d. Decline

75. What does Question Mark (?) symbolize in BCG matrix?

- a. Remain Diversified
- b. Invest
- c. Stable
- d. Liquidate

76. What do Cash Cows symbolize in BCG matrix?

- a. Remain Diversified
- b. Invest
- c. Stable
- d. Liquidate

77. The GE 9 cell model is based on _____

- a. Industry attractiveness & Business Strength
- b. Industry Growth rate & Business strength
- c. Industry Attractiveness & Relative market share
- d. Industry Growth & Relative market share

78. The BCG Matrix is based on _____

- a. Industry attractiveness & Business Strength
- b. Industry Growth rate & Business strength
- c. Industry Attractiveness & Relative market share
- d. Industry Growth rate & Relative market share

79. In strategic thinking, how long is the long term, approximately?

- a. 1 Month to 1 year
- b. 2 to 3 years
- c. 3 to 5 years
- d. More than 5 years

80. The word tactic is most likely to be associated with _____

- a. Business Strategy
- b. Corporate strategy
- c. Operational Strategy
- d. All of the above

81. In BCG matrix, _____ is the label of the horizontal axis

- a. Relative Market share
- b. Business Strength
- c. Industry Growth Rate
- d. Market Growth Rate

82. In BCG Matrix, what is the label of the Vertical axis?
- Relative Market share
 - Business Strength
 - Industry Growth Rate
 - Market Growth Rate
83. In GE 9 cell matrix, what is the label of the horizontal axis?
- Relative Market share
 - Industry Attractiveness
 - Industry Growth Rate
 - Market Growth Rate
84. The fundamental purpose for the existence of any organization is described by its
- policies
 - mission
 - procedures
 - strategy
85. The acronym SWOT stands for
- Special Weapons for Operations Timeliness
 - Services, Worldwide Optimization, and Transport
 - Strengths Worldwide Overcome Threats
 - Strengths, Weaknesses, Opportunities, and Threats
86. Which of the following is NOT a major element of the strategic management process?
- Formulating strategy
 - Implementing strategy
 - Evaluating strategy
 - Assigning administrative tasks

87. The three organizational levels are:
- a. corporate level, business level, functional level
 - b. corporate level, business unit level, functional level
 - c. corporate strategy level, business unit level, functional level
 - d. corporate strategy level, business level, specialist level
88. What is meant by the term 'Stakeholder'?
- a. A person who is not related with a business.
 - b. A person who is related with a business.
 - c. A person who owns a business.
 - d. A person who purchases the shares of a business.
89. The environmental segments that comprise the general environment typically will NOT include
- a. demographic factors.
 - b. sociocultural factors.
 - c. substitute products or services.
 - d. technological factors.
90. Internal analysis enables a firm to determine what the firm
- a. can do.
 - b. should do.
 - c. will do.
 - d. might do.
91. An external analysis enables a firm to determine what the firm
- a. can do.
 - b. should do.
 - c. will do.
 - d. might do.
92. Long-term objectives should be all of the following except:
- a. measurable.
 - b. continually changing.
 - c. reasonable.

d. consistent.

93. What are guides to decision making?

- a. laws
- b. rules
- c. policies
- d. procedures

94. Which group would not be classified as a stakeholder?

- a. Communities
- b. policies
- c. Suppliers
- d. Employees

95. The immediate external environment includes:

- a. Divisions
- b. S. B. U. s
- c. Competitors
- d. Management

96. Strategic management process activate in the sequence of _____

- a. Environmental scanning, Strategy formulation, Implementation, control and evaluation
- b. Strategy formulation, Environmental scanning, Implementation, control and evaluation
- c. Environmental scanning, Strategy Implementation, formulation, control and evaluation
- d. Strategy formulation, Implementation, control, evaluation, Environmental scanning

97. What are the means by which long-term objectives will be achieved?

- a. Strategies.
- b. Strengths.
- c. Weaknesses.

d. Policies.

98. The term strategy is derived from a _____ word 'strategos'

- a. Latin
- b. Greek
- c. Chinese
- d. German

99. Strategic management is the management of an organization's resources to achieve its _____

- a. Profit
- b. goals and objectives.
- c. Market Share
- d. Competitive Advantage

100. Different levels of strategic decision making and strategy formulation in any organization Does not include

- a. Financial
- b. Corporate
- c. Functional
- d. Business

101. Different levels of strategic decision making and strategy formulation in any organization include

- a. Corporate Level and Business Level
- b. Corporate Level and Functional Level
- c. Business Level and Functional Level
- d. Corporate, Business and Functional Level

102. Which of the following does not include the characteristics of Strategic Management?

- a. Reactive
- b. Multidimensional
- c. Systematic

d. Dynamic

103. The process of strategic management is a/an _____ one that changes as the organizational goals and objectives evolve

- a. Continuous
- b. Interesting
- c. Systematic
- d. Stable

104. Which of the following defines how each individual business unit will attempt to achieve its mission?

- a. Business strategy
- b. Corporate strategy
- c. Functional strategy
- d. National strategy

105. The task of strategy choice involves:

- a. developing plans and activities which will improve the organisation's performance and competitive position
- b. determining how the organisation can be more market and efficiency oriented
- c. monitoring whether the organisation is achieving good financial performance
- d. keeping the organisation free of debt

106. The three organizational levels are:

- a. corporate level, business level, functional level
- b. corporate level, business unit level, functional level
- c. corporate strategy level, business unit level, functional level
- d. corporate strategy level, business level, specialist level

107. What is meant by the term 'Stakeholder'?

- a. A person who is not related with a business.
- b. A person who is related with a business.
- c. A person who owns a business.

d. A person who purchases the shares of a business.

108. The goal of the organization's _____ is to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.

- a. vision
- b. mission
- c. culture
- d. strategy

109. A firm's mission

- a. is a statement of a firm's business in which it intends to compete and the customers which it intends to serve.
- b. is an internally-focused affirmation of the organization's financial, social, and ethical goals.
- c. is mainly intended to emotionally inspire employees and other stakeholders.
- d. is developed by a firm before the firm develops its vision.

110. Internal analysis enables a firm to determine what the firm

- a. can do.
- b. should do.
- c. will do.
- d. might do.

111. An external analysis enables a firm to determine what the firm

- a. can do.
- b. should do.
- c. will do.
- d. might do.

112. What can be defined as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its objectives?

- a. Strategy formulation
- b. Strategy evaluation
- c. Strategy implementation
- d. Strategic management

113. Which individuals are most responsible for the success and failure of an organization?

- a. Strategists
- b. Financial planners
- c. Personnel directors
- d. Stakeholders

114. Which of the following is an element of a firm's remote external environment?

- a. Competition
- b. Political agencies
- c. Suppliers
- d. Trade union

115. The immediate external environment includes:

- a. Divisions
- b. S. B. U. s
- c. Competitors
- d. Management

116. Strategic management involves the _____, directing, _____ and controlling of a company's strategy-related decisions and actions.

- a. Financing; marketing
- b. Planning; financing
- c. Planning; organizing
- d. Marketing; planning

117. Which of the following resources is used by all organizations to achieve desired objectives?

- a. Financial resources,
- b. Physical resources,
- c. Human resources
- d. All of the mentioned options

118. Strategic issues require which level of management decisions?

- a. Operative
- b. Top
- c. Front-line
- d. Middle

119. “A possible and desirable future state of an organization” is called:

- a. Mission
- b. Vision
- c. Strategy implementation
- d. None of above

120. Strategic decisions are based on what managers _____, rather than on what they _____.

- a. Know; forecast
- b. React to; anticipate
- c. Forecast; know
- d. Compromise with; analyze

121. Organizing means an identifiable group of people contributing their efforts towards the attainment of same goal. It is important at the time of:

- a. Environmental scanning
- b. Strategy formulation
- c. Strategy Implementation
- d. Strategy evaluation

122. The term strategy is derived from the word 'strategos' which means

- a. Tactics
- b. Leadership
- c. Generalship
- d. Management

123. The Growth strategy is also called as _____ strategy.

- a. Expansion
- b. functional
- c. Reactional
- d. strategical

124. Authority refers to _____

- a. Power to take decisions
- b. Reward for action
- c. Obligation
- d. Permission

125. Corporate restructuring may be undertaken to improve the _____ of the firm.

- a. Corporate image
- b. Difficulties
- c. problems
- d. limitation

126. On the basis of _____ analysis the management sets the goals.

- a. SWAP
- b. SWOT
- c. SWOB
- d. SWAM

127. _____ to the service staff is required to improve their knowledge and skills

- a. Training
- b. preference of customer
- c. problems of department
- d. selection

128. Competitors in business environment are part of _____.

- a. Micro
- b. Internal
- c. macro
- d. management

129. Companies selling same products but compete in different markets are called _____.

- a. Market extension
- b. Product extension
- c. Concentric market
- d. market challenge

130. Turnaround strategy means making the company _____ again

- a. Growth
- b. systematic
- c. Stability
- d. profitable

131. Mergers result in _____ for the company.

- a. Problems
- b. Economies of scale
- c. Loss
- d. mis-management

132. A _____ is the potential to view things ahead of themselves.

- a. vision
- b. goal
- c. strategy
- d. mission

131. level of strategy is needed for the company as a whole

- a. Corporate
- b. business
- c. functional
- d. financial

132. In _____ pricing strategy high price are charged in order to earn high profit margins

- a. Skimming
- b. dealer's incentive
- c. penetration
- d. area distribution

133. Corporate restructuring may be undertaken to improve the _____ of the firm

- a. Corporate image
- b. Information Technology
- c. problems
- d. management

134. _____ can be one of the reasons for problem in strategic alliance

- a. Difference of opinion
- b. growth
- c. loyalty
- d. survival

135. BOT stands for _____

- a. Build Own Transfer
- b. Build Operate Transfer
- c. Buy Own Transfer
- d. Borrow Own Transfer

136. SPV in context of Joint Venture strategy is_____

- a. Speed Payment Variance
- b. Special Purpose Vehicle
- c. Special Patriotic Venture
- d. Special Private Venue

137. IoT stands for

- a. Internet of Things
- b. Interest on Turnover
- c. Interested Owners Things
- d. Inter organisational Tribunal

138. Public sector enters in the contract with the private sector party and contract is signed for a period of 1 to 3 years. This strategy is known as

- a. PPP
- b. BPO
- c. Service Contract Strategy
- d.KPO

139. _____ is contract between two parties, especially in different countries involving transfer of rights and resources.

- a. Outsourcing
- b. Inhouse sourcing
- c. Franchising
- d. SLA

140. BPR stands for

- a. Business Process Reengineering
- b. Business Process Renewal
- c. Build Private Resources
- d. Build pivot Rescaling

141. Due to outsourcing, domestic and foreign firms can focus on _____ activities

- a. Secondary
- b. Peripheral
- c. Core
- d. Optional

142. Air, water, soil pollution are _____ disaster

- a. Natural
- b. Manmade
- c. Random
- d. accidental

143. The fundamental purpose for the existence of any organization is described by its

- a. policies
- b. mission
- c. procedures
- d. strategy

144. The fundamental purpose of an organization's mission statement is to

- a. create a good human relations climate in the organization
- b. define the organization's purpose in society
- c. define the operational structure of the organization
- d. generate good public relations for the organization

145. The acronym SWOT stands for
- a. Special Weapons for Operations Timeliness
 - b. Services, Worldwide Optimization, and Transport
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 - d. Strengths, Weaknesses, Opportunities, and Threats

146. Which of the following is NOT a major element of the strategic management process?
- a. Formulating strategy
 - b. Implementing strategy
 - c. Evaluating strategy
 - d. Assigning administrative tasks

147. Competitive advantage can best be described as:
- a. increased efficiency.
 - b. what sets an organization apart.
 - c. a strength of the organization.
 - d. intangible resources.

148. The primary focus of strategic management is:
- a. strategic analysis
 - b. the total organisation
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152. The environmental segments that comprise the general environment typically will NOT include

- a. demographic factors.
- b. sociocultural factors.
- c. substitute products or services.
- d. technological factors.