

Sample Question Paper

Subject- Strategic Management

Subject code 145

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q.1 Strategy includes determination & evaluation of alternative paths to _____ mission or objectives and eventually choice of the alternatives to be adopted.

1. An already established
2. Conceptualize
3. Forthcoming
4. None of these

Correct Answer :-

An already established

Q. 2 Strategic planning is essentially top-level _____ planning.

1. Short range
2. Tactical
3. Long range
4. None of these

Correct Answer :-

Long range

Q. 3 Benchmarking practiced under TQM injects _____ perspective into the process of formulating strategy.

1. Customer's
2. Competitor's
3. Supplier's
4. None of these

Correct Answer :-

Competitor's

Q. 4 According to Porter, _____ is the corner stone of strategy.

1. Core competence
2. Positioning
3. Bottom of pyramid
4. Tqm

Correct Answer :-

Positioning

Q. 5 Objectives help translate the organisational mission into:-

1. Vision
2. Options
3. Goals
4. None of these

Correct Answer :-

Goals

Q. 6 Clearly spelt out & well documented organisational objectives form the basis of

_____ planning.

1. Informal
2. Formal
3. Short term
4. None of these

Correct Answer :-

Formal

Q. 7 Which of the following is one of Deming's views on the relationship between quality and management?

1. Create constancy of purpose for improvement of product and service
2. Adopt a new philosophy in which defects are unacceptable

3. Cease dependence on mass inspection and focus on improving the process to eliminate defects

4. All of these

Correct Answer :-

All of these

Q. 8 It is important to note that strategic intent is always flexible about:-

1. Ends

2. Means

3. Winning

4. None of these

Correct Answer :-

Means

Q. 9 Liberalisation in _____ is one of the factors that have increased the relevance of Strategic Management.

1. India

2. Other countries

3. India & other countries

4. None of these

Correct Answer :-

India & other countries

Q. 10 Strategic planning is not:-

1. Analytical thinking and commitment of resources to action

2. Forecasting

3. The futurity of present decisions

4. None of these

Correct Answer :-

The futurity of present decisions

Q. 11 Strategic Management has become a buzz word among the Indian corporate these days, as a result of:-

1. Economic liberalisation
2. Wide opening of business opportunities
3. Increased competition
4. All of the above

Correct Answer :-

All of the above

Q. 12 The General Manager, when making plans, plays the role of the:-

1. Strategist
2. Entrepreneur
3. Leader
4. None of these

Correct Answer :-

Strategist

Q. 13 Hindustan Lever has many SBUs, what is the full form of SBU?

1. Standard Business Unit
2. Strategic Banking Unit
3. Strategic Business Unit
4. Standard Banking Unit

Correct Answer :-

Strategic Business Unit

Q. 14 Prescriptive approach to strategy making views strategic development as ____ process model.

1. Concurrent
2. Sequential
3. Obsolete
4. Dynamic

Correct Answer :-

Sequential

Q. 15 In an enterprise having no SBUs, there are how many levels of business strategy?

1. One
2. Two
3. Three
4. Four

Correct Answer :-

Two

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