

## Strategic Management

1 Which \_\_\_\_\_ liberalization has made strategic management a buzz word among the Indian corporates.

- 1) Cultural
- 2) Economic**
- 3) Social
- 4) None of the above.

2 Bajaj Auto, until a few years back had a monopoly in their line of business. But with the competition on the rise, they had to resort to Strategic Management.

- 1) True**
- 2) False

3 Who is the author of the book “The Mind of the Strategist”?

- 1) Glueck.
- 2) Chandler.
- 3) Waterman.
- 4) Kenichi Ohmae**

4 Which of the following terms are used interchangeably in strategies?

- 1) Strategic movement
- 2) Business policy.
- 3) Corporate strategy.
- 4) All of the above.**

5 In corporate language, the term ‘Mission’ leads to \_\_\_\_\_

- 1) Goals
- 2) Targets
- 3) Objectives**
- 4) None of the above

6 Peter Drucker observes “ that business purpose and business mission are so rarely given adequate thought is perhaps the most important single cause of business failure”.

- 1) True**
- 2) False

7 Two Indian Journals 'Business Today' and 'Analyst' carried the cover story about vision/Mission. In which year was this?

- 1) 1995
- 2) 1996**
- 3) 1997
- 4) 1998

8 A review of 622 mission statements by \_\_\_\_\_ and \_\_\_\_\_ has revealed that no two mission statements had the same formula.

- 1) Graham and Havlik**
- 2) Glueck and Chandler
- 3) Glueck and Waterman
- 4) Chandler and Waterman

9 Which of the following is a target audience?

- 1) Employees
- 2) Stock Holders
- 3) Consumers
- 4) All of the above**

10 Business decisions are influenced by \_\_\_\_\_ sets of factors.

- One  
**Two**  
Three  
Four

11 Which of the following is a renowned proponent of core competence?

- 1) Glueck
- 2) Gary Hamel**
- 3) Waterman
- 4) Chandler

12 Which of the following are the internal factors that influence the strategy and other decisions?

- 1) Value System
- 2) Mission and Objectives
- 3) Management Structure and Nature
- 4) All of the above**

13 The external environment consists of two types of environment. Name them.

- 1) Mini And Micro
- 2) Mega and Micro
- 3) *Micro and Macro***
- 4) Mini and Mega

14 \_\_\_\_\_ analysis is one of the prime and primary steps in strategic management.

- 1) SCOT
- 2) WOTS
- 3) ETOP
- 4) *SWOT***

15 Which of the following is strength of the SWOT analysis, concerning Marketing?

- 1) Poor brand image
- 2) Weak distribution
- 3) *Deep product mix***
- 4) Narrow product mix

16 Which of the following is an opportunity concerning SWOT analysis

- 1) Recession
- 2) *Boom***
- 3) Political Instability
- 4) Delicensing

17 Both environmental analysis and organisational analysis involve two phases.

- 1) *True***
- 2) False

18 As \_\_\_\_\_ succinctly puts it, “ strategy formulation is largely an intellectual process, whereas, strategy implementation is more operational in character.

- 1) John David
- 2) *Fred David***
- 3) Waterman
- 4) Chandler

19 In \_\_\_\_\_ SBU companies, the corporate strategy is implemented through SBU strategies, which are formulated to achieve the corporate strategy.

- 1) Single
- 2) *Multi***
- 3) Solo
- 4) None of the above

20 \_\_\_\_\_ objectives indicate the planned long term positioning of the organization.

- 1) Short term
- 2) Medium term
- 3) Long term**
- 4) None of the above

21 Operationalising the corporate strategy requires.

- 1) Development of functional strategies
- 2) Production
- 3) R&D
- 4) All of the above**

22 Which of the following is a factor on which structure depends?

- 1) Size of business
- 2) Nature of business
- 3) Characteristics of the market
- 4) All of the above**

23 One of the major handicaps of \_\_\_\_\_ was the too much delay in decision making and responding to the market needs.

- 1) IBM**
- 2) GM
- 3) Xerox
- 4) None of the above

24 Who, from the following are the authors of the HBR article named “ Competing on capabilities: The new rules of corporate strategy”

- 1) Stalk
- 2) Evans
- 3) Shulman
- 4) All of the above**

25 classic example of flattening is the ABB. It would be interesting to note that the mammoth ABB has only \_\_\_\_\_ layers of management.

- 1) One
- 2) Two
- 3) Three**
- 4) Four

26 The \_\_\_\_\_ threw open the world of short term financing in India.

- 1) Bank of India
- 2) Canara Bank
- 3) Reserve Bank of India**
- 4) State Bank of India

27 The Apollo tyres reworked its strategic alliance with Continental AG of \_\_\_\_\_ for production of passenger car radial tyres.

- 1) Australia
- 2) New Zealand
- 3) Germany**
- 4) USA

28 Which of the following is a step which is involved in the operational control system.

- 1) Establishing criteria and standards
- 2) Measuring and comparing performance
- 3) Performance gap analysis
- 4) All of the above**

29 Is focusing one of the three important types of operation control system.

**Yes**

No

30 What is the full form of BCG?

- 1) Bombay Consulting Group
- 2) Barmby Consulting Group
- 3) Bolivia Consulting Group
- 4) Boston Consulting Group**

31 Products in High Growth-High Market share are called \_\_\_\_\_

- 1) Dogs
- 2) Cash Cows
- 3) Stars**
- 4) Question marks

32 As per the BCG Matrix, Dogs may produce \_\_\_\_\_

**Loss**

Profit

No loss no profit

None of the above

33 Portfolio matrix is also known as?

Business Alternative screen

**Business Attractiveness screen**

Backwards Attractiveness screen

Business Attractive system

34 Who is the author of 'Competitive Strategy, Competitive Advantage'?

1) Chandler

**2) Porter**

3) David

4) Waterman

35 Which of the following is a common entry barrier?

1) Government policy

2) Economics on scale

3) Cost disadvantages

**4) All of the above**

36 Which of the following is a factor which influences the intensity of rivalry?

The volume of purchase relative to the total sale of the seller

The importance of the product to the buyer in terms of the total cost

**Number of firms and their relative market share**

Switching costs

37 For several industries, buyers are potential competitors.

**True**

False

38 Which of the following is an important reason for pursuing stability strategy?

The company is doing fairly well and it is hopeful of the same in the future

The feeling that sticking to the known business is always better and safe

The company may not want to take the risks of growth and expansion

**All of the above**

39 Retrenchment strategy is also known as?

Offensive strategy

Medium strategy

**DEFENSIVE STRATEGY**

All of the above

40 A combination strategy does not result from environmental changes.

True

**False**

41 Opportunities provide great stimulus to an urge for growth.

**True**

False

42 Which of the following is an important reason for business growth?

Natural urge

Survival

Market Share

**All of the above**

43 The important indicators of growth need not be positive simultaneously.

True

**False**

44 Kotler has grouped growth strategies under \_\_\_\_\_ heads

One

Two

**Three**

Four

45 Terms such as merger mania, merger frenzy and merger \_\_\_\_\_ have been used by business magazines and dailies in India.

Forever

**Fever**

Feany

All of the above

46 Most of the waves of M&As occurred during \_\_\_\_\_ booms

Social

Political

Cultural

**Economic**

47 The M&A activities were comparatively at a high ebb for nearly one decade that followed the fourth wave.

**True**

False

48 In India, during the 'Controlled Regime' the deterrent was mostly of \_\_\_\_\_ combinations.

Vertical

**Horizontal**

Diagonal

None of the above

49 'A global corporation develops a genuine equidistance of perspective'. This is a observation for the book 'Borderless World'. Who is the author of 'Borderless World'?

Fred David

**Kenichi Ohmae**

Alvin Toffler

Chandler

50 How does a domestic firm start its international business?

By thinking big

By manufacturing

**By exporting**

By processing