

301- STRATEGIC MANAGEMENT
Compulsory Generic Core Course
Generic Core (GC) Courses
Semester -III
Credits-3
MCQ's

Q .no	Questions	Answer
1	Which is the functional area of Strategic Management? a. Production and operation b. Finance c. Marketing d. All of the above	D
2	BCG in BCG matrix stands for a. Boston Calmette Group b. British Consulting Group c. Boston Corporate Group d. Boston Consulting Group	D
3	Which of the following is not part of the micro environment? a. Technology b. Shareholders c. Competitors d. Publics	A
4	What does Dog symbolize in BCG matrix? a. Introduction b. Growth c. Maturity d. Decline	D
5	Cultural values would be part of which of the following factor in macro environment? a. Demographic b. Social c. Ecological d. Natural	B
6	What does Stars symbolize in BCG matrix? a. Introduction b. Growth c. Maturity d. Decline	B

7	<p>What does Question Mark (?) symbolize in BCG matrix?</p> <p>a. Remain Diversified b. Invest c. Stable d. Liquidate</p>	A
8	<p>What do Cash Cows symbolize in BCG matrix?</p> <p>a. Remain Diversified b. Invest c. Stable d. Liquidate</p>	C
9	<p>What does Green symbolize in BCG matrix?</p> <p>a. Invest & Expand b. Select & Earn c. Harvest & Divest d. Both a & b</p>	A
10	<p>What does Yellow symbolize in BCG matrix?</p> <p>a. Invest & Expand b. Harvest & Divest c. Select & Earn d. Both a & b</p>	C
11	<p>What does Red symbolize in BCG matrix?</p> <p>a. Invest & Expand b. Harvest and Earn c. Harvest & Divest d. Select & Earn</p>	C
12	<p>The GE 9 cell model is based on</p> <p>a. Industry attractiveness & Business Strength b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth & Relative market share</p>	A
13	<p>The BCG Matrix is based on</p> <p>a. Industry attractiveness & Business Strength b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth rate & Relative market share</p>	D

14	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	D
15	Low cost, Differentiation and Focus are examples of _____ a. Corporate strategies b. Operational Strategies c. Business Strategies d. Functional Strategies	C
16	The word tactic is most likely to be associated with: a. Business Strategy b. Corporate strategy c. Operational Strategy d. All of the above	C
17	In BCG matrix, what is the label of the horizontal axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	A
18	In BCG Matrix, what is the label of the Vertical axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	C
19	In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate	B
	Another name for GE 9 cell model is	

20	<p>a. Three colour matrix b. Stop light matrix c. Strategic Portfolio Matrix d. Colour light matrix</p>	B
21	<p>Which of these seeks to relate the goals of organization to the means of achieving them ? a) Strategy b) Levels c) Monitoring d) Management</p>	A
22	<p>When market & competitive conditions take an unexpected turn then required strategy is _____. a) Proactive b) Reactive c) Both d) None</p>	B
23	<p>In which level there are no Top managers ? a) Corporate Level b) Business Level c) Functional Level d) None of these</p>	C
24	<p>Organization can be classified as _____ on the basis of interest they have. a) Market Oriented & Prize Oriented b) General & Specific c) Broad & Narrow d) Commercial & Non-Commercial</p>	- D
25	<p>What is required by companies to meet changing condition in their industries ? a) Strategy & Mission b) Vision c) Develop long term strategies d) All the above</p>	D
	<p>Corporate level of management does consists of _____. a) Board of directors b) Chief Executive Officer c) Corporate staff d) All the above.</p>	
	<p>Strategy is not a _____ for sound, alert & responsible management</p>	

26	a) Reason b) Necessity c) Substitute d) Platform	C
27	Business policy tends to emphasize on which aspect of strategic management Is selling at a discount. a) System Analytical b) Portfolio Analytical c) Credit Analytical d) Rational Analytical	D
28	In large organization strategies are formulated at which level	D
	a) Corporate levels b) Divisional Levels	
	c) Functional levels d) All of the above	
29	Which of these serves as a corporate defense mechanism against mistakes & pitfalls a) Strategic Management b) Marketing Techniques c) Strategic Awareness d) Competitive Analysis	A
30	Which is a planned strategy a) Proactive b) Reactive c) Adaptive d) None of these	A
31	Which is not an advantage of strategic management a) Helps organizations to be proactive. b) Control their own destiny in better manner.. c) Identify available opportunity d) None of these	D
32	Which is a set of interrelated functions & processes carried out by management of an organization to attain its objective Secondary market. a) Strategy b) Execution c) Monitoring d) Management	A



33	Which is adaptive reaction to changing business environment a) Proactive b) Reactive c) Adaptive d) None of these.	A
34	What does Question Mark (?) symbolize in BCG matrix? a) Remain b) Diversified c) Invest/ Stable d) Liquidate	C
35	Which is not the limitation of strategic management a) Time Consuming Process b) Difficult Estimation of competitive responses c) Costly Process d) Understandable complex environment	D

36	<p>Functional level managers are concerned with _____.</p> <p>A. Top level strategy. B. Middle level strategy. C. Functional level strategy D. All of the above</p>	C
37	<p>Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.</p> <p>a. strategy-formulation b. strategy-implementation c. long-range planning d. short-range planning A.</p>	A
38	<p>The means by which long-term objectives will be achieved are</p> <p>a. mission statements b. strategies. c. vision statements. d. long-term goals.</p>	B
39	<p>The _____ answers the question "What do we want to become?" whereas _____ answers the question "What is our business?"</p> <p>a. vision statement; mission statement b. short-term objectives; long-term objectives c. objectives; strategies d. mission; vision</p>	A
40	<p>All of these, except _____, are part of Porter's competitive forces in industry analysis.</p> <p>a. potential entry of new competitors b. bargaining power of suppliers c. development of substitute products d. bargaining power of union</p>	D
41	<p>Shorthand words use to capture a vision or to reinforce old or new values in a firm's culture are called</p> <p>a. Metaphors b. Sagas c. Rituals d. Symbols</p>	A

42

An effective information system collects, codes, stores, synthesizes, and _____ information in such a manner that it answers important operating and strategic questions.

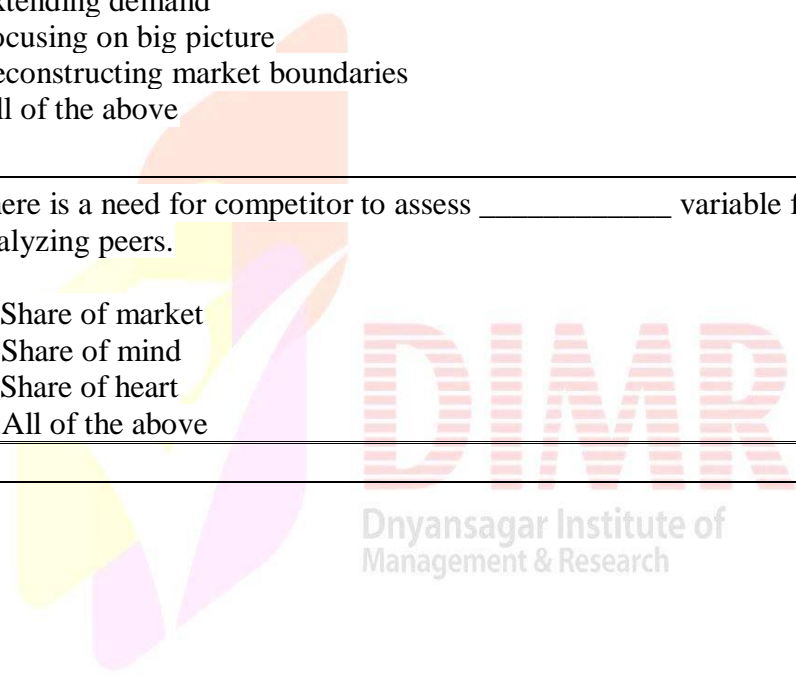
- a. Prints
- b. Distributes
- c. Presents
- d. Filters

c



43	<p>_____ is adding new, unrelated products or services for present customers.</p> <p>a. Concentric diversification b. Horizontal diversification c. Conglomerate diversification d. Product development</p>	b
44	<p>Two reasons for mergers and acquisitions are</p> <p>a. to increase managerial staff and to minimize economies of scale. b. to reduce tax obligations and increase managerial staff. c. to create seasonal trends in sales and to make better use of a new sales force. d. to provide improved capacity utilization and to gain new technology</p>	d
45	<p>Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?</p> <p>a. Forward integration b. Retrenchment c. Horizontal diversification d. Market penetration A.</p>	a
46	<p>The first option that should be considered for firms in Quadrant II of the Grand Strategy Matrix is the _____ strategy.</p> <p>a. integration b. intensive c. defensive d. diversification</p>	b
47	<p>The pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division.</p> <p>a. QSPM b. BCG Matrix c. SPACE Matrix d. Grand Strategy Matrix</p>	b

48	<p>After company identifies primary competitors, it must look out for</p> <p>a) Strategies b) Objectives c) Strengths and weaknesses d) All of the above</p>	a
49	<p>In the concept of red ocean thinking,</p> <p>a) Firms aggressively compete with each other on basis of incremental improvement in quality b) Firms aggressively compete with each other on basis of incremental improvement in cost c) Firms aggressively compete with each other on basis of incremental improvement in quality, cost or both d) Firms don't compete with each other</p>	c
50	<p>Blue-ocean thinking focus on</p> <p>a) Creating services and products for which they are no direct peers b) Creating services and products in a competitive market c) Following the leaders d) None of the above</p>	A
51	<p>Most of the U.S firms function on a _____ due to the stock market pressures.</p> <p>a) Market-share maximization model b) Short-term profit maximization model c) Long-term profit maximization model d) None of the above</p>	b
52	<p>Blue ocean strategy is based on</p> <p>a) Formulation principles b) Execution principles c) Both a & b d) None of the above</p>	c
	Blue ocean strategy is based on	

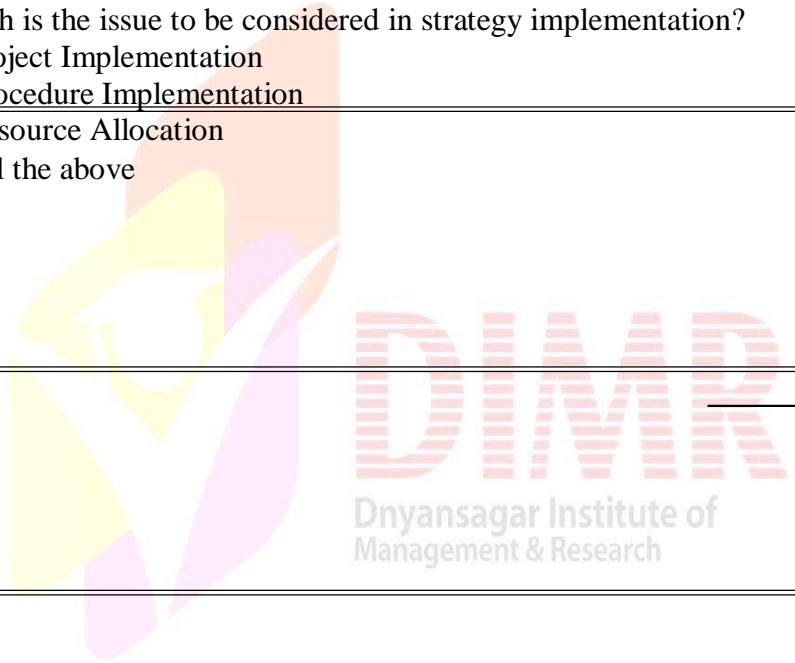
53	<ul style="list-style-type: none"> a) Formulation principles b) Execution principles c) Both a & b d) None of the above 	B
54	<p>A. Execution Principle in Blue Ocean strategy focuses on</p> <ul style="list-style-type: none"> a) Overcoming key organizational hurdles b) Extending demand c) Focusing on big picture d) Reconstructing market boundaries 	a
55	<p>Formulation Principle in Blue Ocean Strategy focuses on</p> <ul style="list-style-type: none"> a) Extending demand b) Focusing on big picture c) Reconstructing market boundaries d) All of the above 	D
56	<p>There is a need for competitor to assess _____ variable for analyzing peers.</p> <ul style="list-style-type: none"> a) Share of market b) Share of mind c) Share of heart d) All of the above 	d
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57	<p>_____ means starting all over, starting from scratch. _____</p> <ul style="list-style-type: none"> a) Benchmarking b) Strategic Change c) Business Process Re-Engineering d) Strategic Leadership 	c

58	<p>Which is broader term?</p> <p>a) Strategy b) Policies c) Procedures d) Goals & Rules</p>	A
59	<p>_____ strategy affects an organization from top to bottom; it affects all functional & dicisional areas of a business.</p> <p>a) Planning b) Implementation c) Crafting Portfolio</p>	b
60	<p>60. Markowitz's main contribution to portfolio theory is _____</p> <p>Re-Engineering begins with a fundamental _____.</p> <p>a) Redesigning b) Control c) Process d) Re-thinking</p>	d
61	<p>Competitive advantage normally is the result of superiority in _____ area.</p> <p>a) Resources b) Skills c) Position d) All the above.</p>	d
62	<p>Which helps the managers to determine whether the overall strategy is progressing as desired or whether there is need for readjustment?</p> <p>a) Milestone Reviews b) Premise Control c) Special Alert Control d) Monitoring Strategic Thrusts</p>	d

63	<p>_____ when new behavior becomes a normal way of life.</p> <p>a) Unfreezing b) Change in new situation c) Refreezing d) None of these</p>	c
64	<p>Which of these deal with the impact of strategy formulation on strategy implementation?</p> <p>a) Forward Linkages b) Backward Linkages c) Both (a) & (b) d) None of these</p>	a
65	<p>_____ requires introduction of change in the organization to make organizational member adapt to the new environment.</p> <p>a) Strategic Intent b) Strategic Planning c) Strategy Crafting d) Strategy Implementation</p>	d
66	<p>_____ is a point of reference against which things _____ maybe compared and by which something can be measured and judged.</p> <p>a) BPR b) Strategic Change c) Strategic Leadership d) Benchmarking</p>	D
67	<p>_____ are simply a set of activities that transforms a set of inputs into a outputs for another person.</p> <p>a) Business Process b) Strategic Controls c) Analytical Programs d) Market Policies</p>	A

68	Which process simply makes the individuals or organizations aware of the necessity for change & prepares them for such a change? a) Unfreezing b) Change in new situation c) Refreezing d) None of these	a
69	_____ are required recourses for implementation of strategy. a) Procedure b) Project c) Policies d) Control	b
70	Which of these deal with the impact of strategy implementation on strategy formulation? a) Forward Linkages b) Backward Linkages c) Both (a) & (b) d) None of these	b
71	A company will be successful only when the strategy _____ is sound & _____ is excellent. a) Implementation, Formulation b) Formulation, Implementation c) Both (a) & (b) d) None of these	b
72	_____ helps in improving performance by learning from the best practices & the processes by which they are achieved. a) BPR b) Strategic Change c) Benchmarking d) Strategic Leadership	c
73	_____ are the desired end results of the redesign process which the management and organization attempts to realize. a) Objectives b) Mission c) Goals d. Vision	a
74	Horizontal integration is concerned with (A) Production (B) Quality	A

	(C) Product planning (D) All of the above	
	_____ is a process of breaking down old attitudes & behaviors, customs & traditions throughout organization.	a
75	a) Unfreezing b) Change in new situation c) Refreezing a. d) None of these	
76	Which is the issue to be considered in strategy implementation? a) Project Implementation b) Procedure Implementation c) Resource Allocation d) All the above	d



77	<p>In a SWOT analysis, strengths and weaknesses are external factors. True or false?</p> <p>True</p> <p>False</p>	a
78	<p>A business mission statement is an explicit form of words that captures the broad aims of the company. True or false?</p> <p>True</p> <p>False</p>	a
79	<p>McKinsey's 7S framework helps analyse organisations and improve their effectiveness. The seven elements to be coordinated are: shared values, structure, systems, style and what?</p> <p>a. strategy, service levels and specialisation</p> <p>b. strategy, staff and skills</p> <p>c. service levels, stock and staff</p> <p>d. specialisation, skills and standards</p> <p>e. standards, stock and SBUs</p> <p>a.</p>	b
80	<p>What does SBU stand for?</p> <p>a. significant business undertaking</p> <p>b. special bureaucratic use</p> <p>c. standard business usage</p> <p>d. strategic business unit</p> <p>e. standard broker's uplift</p>	d
81	<p>SWOT is one of the most commonly used analysis tools in business, but what does it analyse?</p> <p>a. the external marketing environment</p> <p>b. the internal marketing environment</p> <p>c. the competitive environment</p> <p>d. the organisation's current situation</p> <p>e. the organisation's strategy</p> <p>a.</p>	d

82	<p>Which one of the following is not a component of a good business mission statement?</p> <ul style="list-style-type: none"> a. identification of the company's philosophy, i.e. its approach to business b. specification of its product–market domain c. communication of key values d. close linkage to critical success factors e. a statement of financial assets 	e
83	<p>Porter's five forces is an industry analysis model. The five forces are: inter rivalry of competitors, bargaining power of customers, bargaining power of suppliers, threat of new entrants and what?</p> <ul style="list-style-type: none"> a. barriers to entry b. threat of competitors c. brand strength d. threat of substitutes e. bargaining power of consumers 	D
84	<p>_____ means going to the root of the problem areas and not attempting to make any superficial changes.</p> <ul style="list-style-type: none"> a) Fundamental Re-thinking b) Radical Redesigning c) Dramatic Improvement d All the above 	b

85	<p>Strategy formulation is primarily an _____ activity, based on strategic decision making.</p> <p>a) Entrepreneurial b) Promotional c) Virtualize d) None of these</p>	e
86	<p>Which of these focuses on effectiveness ?</p> <p>a) Strategy Formulation b) Strategy Implementation c) Strategy Planning d) one of these</p>	a
87	<p>_____ is meant for replacement of the old process by altogether new one to achieve dramatic improvement in the performance.</p> <p>a) Benchmarking b) Strategic Change c) Re-Engineering d) Strategic Leadership</p>	c
88	<p>Which of these is a set of logically related tasks or activities oriented towards achieving a specified outcome?</p> <p>a) Strategic Controls b) Analytical Programs c) Market Policies d) Business Process</p>	d
89	<p>The _____ answers the question "What do we want to become?" whereas _____ answers the question "What is our business?"</p> <p>a. vision statement; mission statement b. short-term objectives; long-term objectives c. objectives; strategies d. mission; vision</p>	a
90	<p>BCG in BCG matrix stands for</p> <p>a. Boston Calmette Group b. British Consulting Group c. Boston Corporate Group d. Boston Consulting Group</p>	D

91	The BCG Matrix is based on a. Industry attractiveness & Business Strength	d
	b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth rate & Relative market share	
92	Low cost, Differentiation and Focus are examples of a. Corporate strategies b. Operational Strategies c. Business Strategies d. Functional Strategies	C
93	The word tactic is most likely to be associated with: a. Business Strategy b. Corporate strategy c. Operational Strategy d. All of the above	c
94	In BCG matrix, what is the label of the horizontal axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	a
95	In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate	b
96	A. Another name for GE 9 cell model is a. Three colour matrix b. Stop light matrix c. Strategic Portfolio Matrix d. Colour light matrix	b
97	Which statement is true A Effective goals are related to the important features of job B Feedback arrangement with revaluation is also an effective goal C The goal improves organisational and personal execution, clearly increment in control D All of the above	A

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98	<p>The strategic management process is the way in which strategists determine objectives and</p> <p>A Make recording</p> <p>B Make coordinating</p>	C
	<p>C Make strategic decisions</p> <p>D Make planning</p>	
99	<p>Which statement is true?</p> <p>A The strategic management involve the determination of the organization's policies, and strategic objectives</p> <p>B Strategic management is a stream of decisions and action which lead to an effective strategy or strategies to help achieve corporate objectives</p> <p>C The strategic management process is the way in which strategists make strategic decisions.</p> <p>D All of the above.</p>	d
100	<p>Producing a _____ reduces the quantity of defects product</p> <p>a. Cost of sale</p> <p>b. Cost of Production</p> <p>c. Advantage of Profit</p> <p>d. Quality of Product</p>	d





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