

Shri Bhausaheb Vartak College of Arts ,Commerce and Science, Borivali (West)

Program: - TYBBI

Sem: - V

Course: - STRATEGIC MANAGEMENT

Sr. No	Question	A	B	C	D	Answer	OPTIONS
1	__ level of strategies are formulated by the Top level management.	Corporate Level	Business Level	Functional Level	Marketing Level	Corporate Level	A
2	The level of management formulates the business level strategies.	Top-level	Middle-level	Lower-Level	No level	Top-level	A
3	Business level strategies are formulated for the	Overall corporate	Particular Strategic Business Unit	Particular department	No department	Overall corporate	A
4	The strategies are formulated for each functional areas like finance, marketing, production etc	Functional level	Business level	Corporate level	Ground level	Functional level	A
5	__ is the final step in the process of Strategic Management.	Strategy formulation	Strategic implementation	Environmental scanning	Strategic evaluation	Strategic evaluation	D
6	BCG matrix studies which of the following aspects;	Market growth rate	Relative market frequency	Economic growth rate	Economic growth frequency	Market growth rate	A
7	The products which are promising and generate large sums of cash because of strong market share are called .	Stars	Cash cows	Dogs	Question marks	Stars	A
8	Have low market share and a low growth rate and such business/products may be considered for divestment.	Stars	Cash cows	Dogs	Question marks	Dogs	C
9	As the market matures or when the market growth rate becomes low the stars become	Stars	Cash cows	Dogs	Question marks	Cash cows	B
10	Matrix is plotted in 3X3 grid and has nine cells.	GE planning grid	BCG matrix	Porter's five forces model	Mc Kinsey's 7 s framework	GE planning grid	A
11	__ refers to the capabilities of the staff within the organisation.	Staff	Style	Skills	System	Skills	C

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12	The competitive strength of the business includes the following;	Brand unstrength	Customer disloyalty	Innovation	Rivarlry	Innovation	C
13	Which of the following is an impact of the political environment?	Political stability	Changes in government regulations	Impact on the overall economy	Technology transfer	Changes in government regulations	B
14	Which of the following is not a component of the social environment?	Education	Religion	Family system	Network	Network	D
15	Introduction of E-banking and M-banking facilities by banks are an example of which of the environment?	Economic Environment	Technological Environment	Social Environment	Political Environment	Technological Environment	B
16	SWOT stands for	Special Weapons for Operations Timeliness	Services, Worldwide Optimization, and Transport	Strengths Worldwide Overcome Threats	Strengths, Weaknesses, Opportunities, and Threats	Strengths, Weaknesses, Opportunities, and Threats	D
17	Cost efficiency, Security system, better research and development is the benefit of	Economic Environment	Social Environment	Political Environment	Technological Environment	Technological Environment	D
18	Which of the following is a part of the legal environment?	Weights and Measures Act	Consumer Income	Political stability	Ecology	Weights and Measures Act	A
19	__refers to the system of morals and principles.	Ethics	Corporate Culture	Regulations	Habits	Ethics	A
20	To ensure the protection of the environment, to provide better living conditions, to ensure regular supply of commodities, etc. are the responsibilities towards which of the following stakeholder.	Employee	Shareholders	Society	Government	Society	C
21	__is an unfavourable situation which results in risk and damage to an organisation.	Strengths	Weakness	Opportunities	Threats	Threats	D

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22	___ is an inherent capacity, which can be used for developing strategic advantage.	Strengths	Weakness	Opportunities	Threats	Strengths	A
23	By going paperless and introducing internet-based services, Indian banks are supporting which of the following;	Legal regulations	Green banking	Societal norms	Change in technology	Green banking	B
24	Which of the following is a type of expansion strategies?	Diversification	Turnaround	Liquidation	No change strategy	Diversification	A
25	___ strategy is adopted when all the efforts to bring the company back to profitability is futile.	Diversification	Turnaround	Liquidation	No change strategy	Liquidation	C
26	Which of the following are the types of integration?	Flat	Horizontal	Compact	Front	Horizontal	B
27	___ is a set up so that each portion of the organisation is grouped according to its purpose.	Functional Structure	Divisional Structure	Matrix Structure	Strategic Business Unit (SBU) structure	Functional Structure	A
28	___ structure is used in large organisations that operate in a wide geographic area like banks.	Functional Structure	Divisional Structure	Matrix Structure	Strategic Business Unit (SBU) structure	Divisional Structure	B
29	___ is a relatively autonomous division of a large company that operates as an independent enterprise.	Functional Structure	Divisional Structure	Matrix Structure	Strategic Business Unit (SBU) structure	Strategic Business Unit (SBU) structure	D
30	___ is a hybrid of divisional and functional structure.	Functional Structure	Divisional Structure	Matrix Structure	Strategic Business Unit (SBU) structure	Matrix Structure	C
31	Following is the action performed by a strategic leader	No Strategic direction	Establishing balanced organisational controls	Emphasising unethical practices	Lack of guidances	Establishing balanced organisational controls	B

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32	___ managers include CEO, Senior executives, etc. who decide for the whole organisation.	Business level	Corporate level	Operational level	Functional level	Corporate level	B
33	___ mangers includes marketing manager, finance manager, operational manager etc.	Business level	Corporate level	Operational level	Functional level	Functional level	D
34	___ plays the role of innovator, analyst, organiser, guide, motivator, etc.	Strategic Leader	Workers	Shareholders	Emplyoee	Strategic Leader	D
35	Which of the following is a benefit of motivation?	Reduces absenteeism	Discourages creativity and productivity	No communication environment	Lack of cordination	Reduces absenteeism	A
36	Deciding product's features, quality, brand name, packaging, discounts, etc. are a part of	Operational plans and policies	Marketing plans and policies	Financial plans and policies	Human resource plans and policies	Marketing plans and policies	B
37	Decisions related to Capital structure, procurement of funds, fixed assets acquisition, budgeting etc. are a part of	Operational plans and policies	Marketing plans and policies	Financial plans and policies	Human resource plans and policies	Financial plans and policies	C
38	All the decisions related to manpower planning, compensation, transfers, appraisal system, etc. are a part of .	Operational plans and policies	Marketing plans and policies	Financial plans and policies	Human resource plans and policies	Human resource plans and policies	D
39	___ deals with deciding the location, layout of plant, degree of automation, inventory control, etc.	Operational plans and policies	Marketing plans and policies	Financial plans and policies	Human resource plans and policies	Operational plans and policies	A
40	___ deals with the acquisition, storage, dissemination and retrieval of data throughout the organisation.	Operational plans and policies	Marketing plans and policies	Financial plans and policies	Human resource plans and policies	Operational plans and policies	A
41	___ are the criteria that enable managers to evaluate future, current and past actions.	Standards	Information	Budget	System	Standards	A
42	Standards can be set for which of the following?	Quantity	Performance	Control	System	Quantity	A
43	___ standards indicate the percentage of total product market that a company would like to win from competitors.	Loss standards	Productivity standards	Irresponsible standards	No development	Productivity standards	B

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44	___ enables companies to compare key metrics to other business in the industry.	Standards	Benchmarking	Gap analysis	Comparision	Benchmarking	B
45	___ involves a comparison of organisational performance with other organisations in a similar industry.	Internal Benchmarking	External Benchmarking	Process Benchmarking	International Benchmarking	External Benchmarking	B
46	___ involves benchamarking operations from within the same organisation.	Internal Benchmarking	External Benchmarking	Process Benchmarking	International Benchmarking	Internal Benchmarking	A
47	___ means giving numerical standards to a key process or product.	Internal Benchmarking	External Benchmarking	Process Benchmarking	Performance Benchmarking	Performance Benchmarking	D
48	Identifies and analyses the best practitioners elsewhere in the world.	Internal Benchmarking	External Benchmarking	Process Benchmarking	International Benchmarking	International Benchmarking	D
49	Compares the gap between an organisation's actual performance against its potential performance.	Benchmarking	Setting standards	Gap analysis	Comparision	Gap analysis	C
50	___ is the last step in the strategic management process.	Strategy formulation	Strategic implementation	Environmental scanning	Strategic Evaluation and control	Strategic Evaluation and control	D