

MCQ- Test

STUDENT NAME:_____ROLL NO._____

SUBJECT NAME& CODE: Strategic Management & BBA N 602

PROGRAM : BBA

Date of Test: 28/03/2020

SEMESTER: 6

TIME: 15 Minutes

MAX. MARKS: 15

There are total 15 MCQ's. Attempt all questions. Each question carry one marks.

Q1. The origin of business policy and strategic management can be retraced to

- (A) 1930 (B) 1911 (C) 1879 (D) 1938

Q2. Which one is not the approach to strategic decision making-

- (A) rational-analytical (B) intuitive- emotional (C) external –internal (D) behavioral-political

Q3. Corporate level strategy is concerned with-

- (A) think (B) reach (C) management practices (D) managing activities and interrelationship

Q4. Strategic management helps –

- (A) to define organization's objectives and directions (B) to deploy the firm's resources more pragmatically (C) keeps all levels of management informed about changes in environment (D) maintain records of one financial year

Q5. Alternative regarding right choice of strategy should not-

- (A) Suitability to the strategy (B) feasibility in terms of physical, financial and human resources (C) exception ability (D) acceptability of the various stakeholders

Q6. In the context of strategic management resources can be defined as-

- (A) The knowledge and skills within the organization
- (B) Something that an organization owns or controls that cannot be copied
- (C) Something that an organization owns, has access to on a semi-permanent basis
- (D) The physical assets of the organization

Q7. Porter's generic strategies are:

- (A) Low price, differentiation, focus
- (B) Cost leadership, differentiation, cost focus, focus differentiation
- (C) Price leadership, differentiation, focus
- (D) Low cost, differentiation, focus differentiation

Q 8. In the value chain, primary activities are:

- (A) Directly involved in the production, marketing and delivery of the product or service
- (B) Those activities that is all undertaken in-house
- (C) Those activities that support the production, marketing and delivery of the product
- (D) Directly involved in the production and delivery of the product or service

Q 9. Substantial changes to the range of offerings or the markets served or both are known as:

- (A) Differentiation
- (B) Diversification
- (C) Relocation
- (D) Brand extension

Q10. Which of the following might be sources of synergy between two business units?

- (A) They have similar customers and use the same distribution channels
- (B) The profits from one can be used to finance the other when its gets into trouble
- (C) They both have a website
- (D) They are both located in the same town

Q11 Which one of these is not related to business definition-?

- (A) The market niches severed
- (B) The functions performed
- (C) Competitor's Strategic
- (D) The product /services provided

Q12. Which is one of the methods of Growth/Expansion Strategy-?

- (A) Diversification
- (B) Ownership
- (C) Concentric
- (D) Conglomerate

Q13. Strategy is concerned to know –

- (A) Market
- (B) Divestment
- (C) Management
- (D) Investment

Q 14. One of these is not the basis of strategic choices-

- (A) Business Definition
- (B) Strategic Intent
- (C) Ownership Structure
- (D) Quality of Product/Services

Q15.. Which is not the type of stability strategy-?

- (A) pause with caution strategy
- (B) profit strategy
- (C) market research strategy
- (D) no change strategy

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