**ICMS TEST SERIES INTER U2-STRATEGIC MANAGEMENT**

**Score-40 Time- 2 hr**

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**PART-A**

**Fill in the blanks (1\*5=5)**

1. --------Refers to the long-range blueprint of an organization's desired image, direction and destination

2. ---- is the terminology which defines hosting services over the internet

3. Stability, Growth and retrenchment are three main categories of ------ strategy

4. EVA= NOPAT- ---------

5. Vision statements can be --------- and ------

**Multiple choice Questions (1\*3=3)**

6. It defines organization's purpose for existence

a. Mission

B. Vision

C. Objectives

D. Goals

7. Which among the following is not a benefit of cloud computing?

a. Cost reduction

b. Business continuity &disaster recovery

c. Cloud security

d.Data and workload mobility

8. Which element is referred to as the bed rock of company's organizational culture?

a. Values

b.beliefs

c. behaviors

d. Taken for granted assumptions

**True or false (1\*2=2)**

9. Strategic management is a pervasive function,which is to be done at all levels

10. Balance score card is more concerned about the financial aspects of the organization

**PART-B**

**Write any two questions from the following 3 (2\*15=30)**

**A.**

11. Define block chain technology. State the important components and benefits of block chain (8)

12. State the characteristics of strategy (4)

13 .Differentiate between goals and objectives (3)

**B.**

14. Define cloud computing. State the benefits and drawbacks of cloud computing (8)

15. What is balance score card? Discuss various perspectives of balance score card (5)

16. Define content marketing (2)

**C.**

17. Define internet of things. State any two application areas (3)

18. What are the objectives of strategic management (6)

19. What is strategic leadership? Discuss key qualities of a strategic leader (6)