Computer Science and Engineering

CSE 401 (Business and Entrepreneurship)

QUIZ No. 1

Section: B

Duration: 40 Minutes

Full Marks: 10

Instructions:

* Your test will start at 2:30 PM and will continue till 3:10 PM and you must finish sending your answer scripts by 3:30 PM.
* You are to upload your answer scripts to the Google Classroom. If failed to upload to the Google Classroom, then send to my email: [mkashem@du.ac.bd](mailto:mkashem@du.ac.bd).
* The answers are to be written on the question papers.
* Answers to MCQs are to be marked or underlined or bolded. Short answers or fill in the blanks are to be filled in in the space.
* You must turn on your video during the examination time.
* If your institutional IDs do not allow to get access to the Google Classroom, then use your personal email IDs to get access to Google Classroom.

1. Managing strategy is associated with the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ phase of the management process.

A. Planning

B. Organizing

C. Leading

D. Controlling

2. Name the 5Ps that define a firm’s strategy comprehensively.

A.

B.

C.

D.

E.

3. What is the first “how” that a strategy should answer for a firm?

A. How to compete with the rival firms

B. How to respond to the changing conditions

C. How to attract and please the customers

D. How to earn a targeted financial return

4. Mention the three tests that are needed for judging a strategy.

A.

B.

C.

5. Which one is the primary motive of top management of a firm to initiate strategic approach of managing its affairs?

A. Survival

B. Competitive advantage

C. Profitability

D. Growth

6. How to compete successfully in a particular business or industry is within the domain of a firm’s \_\_\_\_\_\_\_\_\_\_ level strategy.

7. Improving employee competency is an example of:

A. Corporate Level Strategy

B. Business Level Strategy

C. Functional Level Strategy

D. Operating Strategy

8. Which form of strategy is primarily orchestrated by CEO of the organization?

Ans.

9. Pursuing e-commerce strategy is form of strategy that belongs to:

A. Operating Strategy

B. Functional Strategy

C. Business Level Strategy

D. Corporate Level Strategy

10. \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ focuses on the process of through which strategies are achieved.

11. Name the three phases of the strategic management process that make up the strategic planning.

A.

B.

C.

12. Which action of the strategy execution is leveled as the “Benchmarking”?

A. Structuring

B. Staffing

C. Best practice

D. Budgeting

13. Which operational tool is used for allocating ample resources to the strategy critical activities as an agenda for strategy execution?

A. Budgeting

B. Motivation

C. Resource Acquisition

D. Leadership

14. Write the action agenda that is essential for direct achievement of performance objectives in the strategy execution process.

A.

15. Which elements of the strategy execution phase of strategic management plays the role of a propeller?

A. Policies and Procedures

B. Information Systems

C. Organizational Culture

D. Leadership

16. External analysis of the organizational environment reveals which components of the SWOT analysis?

A.

B.

17. What does a good strategy do in relation to a firm’s SWOT analysis?

A.

B.

C.

18. A situation in which an organization is not implementing valuable strategies that are being implemented by competing organizations is referred to as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

19. Uniqueness or distinctiveness is the mark of which form of competitive strategies?

A. Low-cost Provider Strategy

B. Broad Differentiation Strategy

C. Best-cost Provider Strategy

D. Focused Strategy

20. Toyota ordinarily manufactures the kind of vehicles shows its pursuits of \_\_\_\_\_\_\_\_\_\_\_\_\_ form of competitive strategy.

21. The local firm Walton manufactures and assembles electronic goods and other appliances indicates its efforts to follow \_\_\_\_\_\_\_\_\_\_\_ strategies.

A. Low-cost Provider Strategy

B. Broad Differentiation Strategy

C. Best-cost Provider Strategy

D. Focused Strategy

22. Cross is a writing instrument brand generally follows \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ strategy.

23. Which form of Miles and Snow typology of strategy is applicable for a growth oriented firm?

A. Prospector

B. Defender

C. Analyzer

D. Reactor

24. \_\_\_\_\_\_\_\_ form of Miles and Snow typology represents ineffective approach of strategy.

25. A firm with sizable market shares and good record of existing profits may pursue which of the following strategies in relation to environmental change and responses to changes?

A. Prospector

B. Defender

C. Analyzer

D. Reactor

26. A model that shows sales volume changes over the life of products sales volume changes over the life of products is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

27. Name the four stages of the PLC model.

A.

B.

C.

D.

28. Which one of the following is an example of related diversification using the common technology?

A. Proctor and Gamble

B. Boeing

C. Disney

D. IBM

29. Write the four bases that are commonly used in case of related diversification.

A.

B.

C.

D.

30. Which one of the following strategies does Bata Shoe Company follow globally?

A. Related Diversification

B. Unrelated Diversification

C. Single-product strategy

D. Mixed Strategy

31. Achieving strategic fit is closely associated to which of the following strategies?

A. Mixed Strategy

B. Unrelated Diversification

C. Single-product strategy

D. Related Diversification

32. ABC Company is currently manufactures and sells software components for various enterprise applications supporting their business processes. Recently the company starts manufacturing environment friendly shopping bags to support the green environment movement of the society. This move of the firm is called its \_\_\_\_\_\_\_\_\_\_\_\_\_ diversification.

33.\_\_\_\_\_\_\_\_\_\_\_ strategy is a pattern of action that develops over time in an organization in the absence of missions and goals or despite missions and goals.

34. Major e-commerce firms follow \_\_\_\_\_\_\_\_\_\_\_\_\_ strategy.

A. Backward vertical integration

B. Forward vertical integration

C. Merger

D. Acquisition

35. A \_\_\_\_\_\_\_\_\_\_\_ views the world as a single marketplace and has as its primary goal the   
 creation of standardized goods and services that will address the needs of customers worldwide.

36. Write three modes through which global firms can improve their efficiency over domestic firms.

A.

B.

C.

37. The strategy formulation process based on rationality, systematic analysis and planned approaches is often referred to as \_\_\_\_\_\_\_\_\_\_\_ strategy.

38. Organizations that exploit their distinctive competencies often obtain a \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_.

39. The practice of duplicating another firm’s distinctive competence and thereby implementing a valuable strategy is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

40. Write the five competitive forces introduced by Michael Porter.

A.

B.

C.

D.

E.