Strategic Management:-

Chapter Name:chp 6 Business Unit Level Strategy

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | |  | | --- | | **1 The SBU strategy being an independent strategy need not conform to the corporate philosophy and the governance** | | |  |  | | --- | --- | |  | True | |  | False | | | | |  | | --- | | **2 Which of the following is most likely to be supply side dimension and looks at the core strength or core competency of the firm to differentiate its offerings in the market place?** | | |  |  | | --- | --- | |  | Cost competency | |  | Unique differentiation competency | |  | Both 1 and 2 | |  | None of the above | | | | |  | | --- | | **3 Shrikant, CEO of TGY Limited is of the view that combining the cost and unique differentiation strategy is difficult; however it can be great strategy to create a new market place. true or false?** | | |  |  | | --- | --- | |  | True | |  | False | | | | |  | | --- | | **4 Which of the following is not a classic competitive strategy from the perspective of Porter’s model?** | | |  |  | | --- | --- | |  | Cost leadership | |  | Differentiation | |  | Different Product ingredients sourcing location | |  | Market segmentation or focus | | | | |  | | --- | | **5 Which of the following is most likely to be reason for higher profitability of firms with low market share according to the Porter’s model?** | | |  |  | | --- | --- | |  | Cost leadership | |  | Market segmentation | |  | Both 1 and 2 | |  | None of the above | | | | |  | | --- | | **6 Anand, Head of Cost Management Function at GTY Limited is of the view that, it is important to make a distinction low cost strategy and best cost strategy as low cost strategy may not provide sustainable competitive advantage in the long term. true or false?** | | |  |  | | --- | --- | |  | True | |  | False | | | | |  | | --- | | **7 To succeed at offering the lowest price while still being able to achieve profitability and a high return on investment, the firm must be able to operate at a \_\_\_\_\_\_\_\_\_\_\_\_\_cost than its rivals.** | | |  |  | | --- | --- | |  | Higher | |  | Lower | |  | Same | |  | None of the above | | | | |  | | --- | | **8 In which of the following cases the production costs are least likely to be lower?** | | |  |  | | --- | --- | |  | Using standard components | |  | Using more components | |  | Limiting number of models produced | |  | Larger production runs | | | | |  | | --- | | **9 Aman, CEO of GTF Limited is keen to keep the overheads low. Which of the following strategy he is not likely to implement?** | | |  |  | | --- | --- | |  | Paying low wages | |  | Locating premises in high rent areas | |  | Fostering cost conscious culture | |  | Starting optimization initiatives | | | | |  | | --- | | **10 Ketan, new joiner at GTF Limited is studying the shareholder value model. He is listing down the learning. Which of the following is least likely to be part of the learning of Ketan?** | | |  |  | | --- | --- | |  | Use of specialized knowledge | |  | Knowledge should become generic | |  | Competition should not be able to replicate the model | |  | Advantage is static | | | | |  | | --- | | **11 The \_\_\_\_\_\_\_\_\_ model utilizes a large base of resources that allows an organization to outlast competitors by practicing a differentiation strategy** | | |  |  | | --- | --- | |  | Shareholder value model | |  | Unlimited resources model | |  | Constraint support model | |  | Porters model | | | | |  | | --- | | **12 Which of the following is least likely to be value disciplines that can create customer value and provide competitive advantage?** | | |  |  | | --- | --- | |  | Operational excellence | |  | Competitor intimacy | |  | Product leadership | |  | Customer intimacy | | | | |  | | --- | | **13 Which of the following is least likely to be limitation of a generic strategy?** | | |  |  | | --- | --- | |  | Very focused and to the point | |  | Lack specificity | |  | Lacks flexibility | |  | Scope and possibilities limited | | | |
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