

Paper Code : DMC-217

Roll No :

Examination : DECEMBER 2020
2nd Year
Section A- Strategic Management
Section B- Entrepreneurship Development

Time : 1 Hours]

[Max. Marks : 60

Instructions :-

- Attempt All Questions. All questions carry equal marks.
- Fill the 'Bubble' available in OMR Sheet to mark your Answer.
- Only one option is correct out of all available option.
- There is 1 mark for correct answer.
- There is No Negative marking for incorrect answer.

1. Determine whether the collective strength of five competitive forces is conducive to earning attractive profit.

- (A) First step of five forces model
- (B) Second step of five forces model
- (C) Third step of five forces model
- (D) None of these

2. Which refers to decline in the per unit cost of production as volume grows?

- (A) Product Differentiation
- (B) Economic of scale
- (C) Switching Cost
- (D) Brand Identity

3. Assets of firm considering maybe highly specialized & therefore of little value to any other firm

- (A) Fixed Cost
- (B) Slow Growth
- (C) Exit Barrier
- (D) Industry Leader

4. Which of the following could be a weakness?

- (A) A developing market such as the Internet
- (B) Competitors with access to better channels of distribution
- (C) Poor quality of goods and services
- (D) Special marketing expertise

5. Which of the following could be an opportunity?

- (A) Having quality processes and procedures
- (B) Moving into new market segments that offer improved profits
- (C) Damaged reputation
- (D) A new competitor in your home market

6. Which of the following could be a threat?

- (A) Changes in technology
- (B) A market vacated by an ineffective competitor
- (C) Location of your business
- (D) Lack of marketing expertise

7. An analysis of the external environment enables a firm to identify

- (A) Strengths and opportunities
- (B) Strength and weakness
- (C) Weakness and threats
- (D) Opportunities and threats

8. The cultural environment of a country is best defined by which characteristics?

- (A) Standard of living and stage of economic development
- (B) Production process and standards of measurement
- (C) Values, attitudes, heroes, myths and symbols
- (D) Degree of nationalism and economic community membership

9. To be effective, environmental scanning needs to be carried out:

- (A) Only when work demands allow otherwise the flow of business could be disrupted
- (B) On a continuous basis
- (C) When competitors have reacted
- (D) All of these

10. SEZ stands for

- (A) Special Economic Zone
- (B) Special Export Zone
- (C) Socially Backward Zone
- (D) None of these

11. Which of the following do not facilitate globalisation

- (A) immigration control
- (B) Which of the following do not facilitate globalizatio
- (C) Removal of control on movements of capital across borders
- (D) Barriers to trade and investment

12. What does the PPP or P3 initiative refer to?

- (A) Public policy papers
- (B) Public Private Partnership
- (C) Private Procurement Production
- (D) Personal Production Proposal

13. Which is not an obstacle to growth of the globalisation in India?

- (A) Procedure delays
- (B) Resource limitations
- (C) Poverty
- (D) Literacy

14. Which is not an Indian Multinational Company?

- (A) Wipro
- (B) Unilever
- (C) Piramal
- (D) Asian Paints

15. Porter s model represents the relationship between

- (A) organization and environment
- (B) society and environment
- (C) organization and society
- (D) society and industry

16. Multinational Corporations

- (A) Always produce primary goods
- (B) Always produce service
- (C) May produce primary or manufactured goods
- (D) Always produce manufactured goods

17. Which one is not an element of internal environment?

- (A) Marketing capabilities
- (B) Operational Capabilities
- (C) Money and capital market
- (D) Personal Capabilities

18. Competition is beneficial to the competing firms besides benefiting the

- (A) Producers
- (B) Finances
- (C) Consumers
- (D) Intermediaries

19. Globalisation refers to

- (A) A more integrated and interdependent world
- (B) Lower income world wide
- (C) Less foreign trade and investment
- (D) Global warming

20. It consist of economic conditions ,economic policies, industrial policies and economic system

- (A) Business environment
- (B) Economic Environment
- (C) Natural Environment
- (D) Technological Environment

21. An environment which is increasingly complex and turbulent displays

- (A) More orderly competition
- (B) More predictable demand
- (C) A reduced risk of product obsolescence
- (D) Increased speed of innovation

22. What is triple bottom line audit?

- (A) A social, economic and environmental audit
- (B) An audit of the three major financial project of a business.
- (C) An audit by the Physical Health of Employees
- (D) An audit of all the Sporting resources of the enterprise.

23. Elton Mayo conducted his Hawthorne experiment in

- (A) Western electric company
- (B) Eastern electric company
- (C) General electric company
- (D) Indian electric company

24. The problem-solving process begins with

- (A) clarification of the situation
- (B) clarification of the situation
- (C) identification of the difficulty
- (D) isolation of the cause

25. **Who is a person who advanced early scientific management principles?**
- (A) Weber
 - (B) Taylor
 - (C) Vest
 - (D) Fayol
26. **A reporting relationship in which an employee receives orders from, and reports to, only one supervisor is known as:**
- (A) Line of authority
 - (B) Centralization
 - (C) Unity of direction.
 - (D) Unity of command.
27. **_____ is the study of how to create an organizational structure that leads to high efficiency and effectiveness.**
- (A) Scientific management
 - (B) Job specialization
 - (C) Administrative management
 - (D) Allocation management
28. **The _____ theory states a manager's choice of organizational structures and control systems depends on characteristics of the external environment.**
- (A) Mechanistic
 - (B) Management science
 - (C) Organic
 - (D) Contingency
29. **Which is not one of Fayol's principles:**
- (A) Authority and responsibility
 - (B) Line of authority
 - (C) Globalization
 - (D) Unity of command
30. **_____ is the sum of the ways an organization divides its labor into distinct tasks and then coordinates them**
- (A) Differentiation
 - (B) Organizational design
 - (C) Organizational design
 - (D) Organizational structure
31. **Which one of the following theory has the attribute of moderate risk taking as a function of skill, not chance?**
- (A) Need for independence
 - (B) Need for achievement
 - (C) Need for affiliation
 - (D) Need for authority
32. **A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.**
- (A) Venture capitalist
 - (B) Entrepreneur
 - (C) Businessman
 - (D) Buyer

33. Members of distribution channels are excellent sources for new ideas because:

- (A) They are familiar with the needs of the market
- (B) They earn a handsome profit from new business
- (C) They do not bother if entrepreneur bears a loss
- (D) They have well-developed sales force

34. Andrew Carnegie is an example of entrepreneur of which century:

- (A) Earliest period
- (B) 19th and 20th century
- (C) Middle ages
- (D) 17th century

35. The activity which occurs when the new venture is started are called:

- (A) Business skills
- (B) Motivation
- (C) Departure point
- (D) Goal orientation

36. The business plan should be prepared by:

- (A) Entrepreneurs
- (B) Consultants
- (C) Engineers
- (D) Small business administration services

37. External forces directly affect all of the following EXCEPT:

- (A) Market segmentation strategies
- (B) Types of products/services offered
- (C) Management structure of organization
- (D) Choice of businesses to acquire or sell

38. Following are the types of non equity arrangements EXCEPT:

- (A) Licensing
- (B) T turnkey project
- (C) Direct export
- (D) Management contracts

39. Government can help in forming new venture by providing:

- (A) Finance
- (B) Technology
- (C) Infrastructure
- (D) Funds

40. The longest lasting trade agreement with the objective of liberalizing trade by eliminating or reducing tariffs, subsidies and quotas is:

- (A) Free trade area - FTA
- (B) European community - EC
- (C) General agreement on tariffs and trade - GATT
- (D) The North American free trade agreement - NAFTA

41. Entrepreneurial success has been significant because of the culture and the political and economic systems in ———.

- (A) Asian countries
- (B) Eu ropean countries

- (C) Transition economies
 - (D) Middle East
- 42. Which of the following factors has allowed small companies to act like they are big ones?**
- (A) Customers
 - (B) Competition
 - (C) Economic development
 - (D) Technology
- 43. Gazelles are the firms with:**
- (A) High growth rate
 - (B) Moderate growth rate
 - (C) Zero% growth rate
 - (D) Low growth rate
- 44. Professional support network includes following EXCEPT:**
- (A) Personal affiliations
 - (B) Mentor
 - (C) Friends
 - (D) Trade associations
- 45. Which one of the Following is not the way by which an entrepreneur can enter into international business?**
- (A) Export
 - (B) Non equity arrangements
 - (C) Direct foreign investment
 - (D) Communication
- 46. An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. What could be the best source of this information?**
- (A) Supplier
 - (B) Retailer
 - (C) Competition
 - (D) Government bureau
- 47. The former USSR received technology and syrup from Pepsi and provided it with Soviet vodka and rights to distribute it in the US. This is an example of:**
- (A) Economic development
 - (B) Balance of payment
 - (C) Barter system
 - (D) International trade
- 48. A typical inventor is usually _____.**
- (A) Highly creative & in love with the invention
 - (B) Does not encourage change
 - (C) Willing to modify the invention
 - (D) Not enthusiastic
- 49. An individual who initiates, creates and manages a new business can be called _____.**
- (A) A leader
 - (B) A manager
 - (C) A professional
 - (D) An entrepreneur

50. A new venture''s business plan is important because _____.

- (A) It helps to persuade others to commit funding to the venture.
- (B) Can help demonstrate the viability of the venture.
- (C) Provides a guide for business activities by defining objectives.
- (D) All the above

51. Which of the following are described as one of the Big Five personality traits?

- (A) Tolerance of others.
- (B) Need for achievement.
- (C) Propensity to leadership.
- (D) Locus of control.

52. Someone legally appointed to resolve the financial difficulties of an insolvent firm is called _____.

- (A) An administrator
- (B) A predator
- (C) An auditor
- (D) A turnaround consultant

53. IFCI stands for _____.

- (A) Industrial finance corporation of India.
- (B) Institutional finance corporation of India.
- (C) Industrial funding corporation of India.
- (D) Indian finance corporation and institution.

54. EDPs course contents contains _____.

- (A) General introduction to entrepreneurs.
- (B) Motivation training.
- (C) Managerial skills.
- (D) All the above.

55. _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects

- (A) Fixed capital.
- (B) Current capital.
- (C) Seed capital.
- (D) Venture capital.

56. An analysis of the external environment enables a firm to identify

- (A) Strengths and opportunities
- (B) Strength and weakness
- (C) Weakness and threats
- (D) Opportunities and threats

57. To be effective, environmental scanning needs to be carried out:

- (A) "Only when work demands allow otherwise the flow of business could be disrupted"
- (B) On a continuous basis
- (C) When competitors have reacted
- (D) All of these

58. Who is a person who advanced early scientific management principles?

- (A) Weber
- (B) Taylor

(C) Vest

(D) Fayol

59. " _____ is the study of how to create an organizational structure that leads to high efficiency and effectiveness."

(A) Scientific management

(B) Job specialization

(C) Administrative management

(D) Allocation management

60. "The _____ theory states a manager""s choice of organizational structures and control systems depends on characteristics of the external environment."

(A) Mechanistic

(B) Management science

(C) Organic

(D) Contingency