

**301- STRATEGIC MANAGEMENT**  
**Compulsory Generic Core Course**

**Generic Core (GC) Courses**  
**Credits-3**  
**MCQ's**

**Semester -III**

Q .no	Questions	Answer
1	Which is the functional area of Strategic Management? a. Production and operation b. Finance c. Marketing d. All of the above	D
2	BCG in BCG matrix stands for a. Boston Calmette Group b. British Consulting Group c. Boston Corporate Group d. Boston Consulting Group	D
3	Which of the following is not part of the micro environment? a. Technology b. Shareholders c. Competitors d. Publics	A
4	What does Dog symbolize in BCG matrix? a. Introduction b. Growth c. Maturity d. Decline	D
5	Cultural values would be part of which of the following factor in macro environment? a. Demographic b. Social c. Ecological d. Natural	B
6	What does Stars symbolize in BCG matrix? a. Introduction b. Growth c. Maturity d. Decline	B

7	What does Question Mark (?) symbolize in BCG matrix? a. Remain Diversified b. Invest c. Stable d. Liquidate	A
8	What do Cash Cows symbolize in BCG matrix? a. Remain Diversified b. Invest c. Stable d. Liquidate	C
9	What does Green symbolize in BCG matrix? a. Invest & Expand b. Select & Earn c. Harvest & Divest d. Both a & b	A
10	What does Yellow symbolize in BCG matrix? a. Invest & Expand b. Harvest & Divest c. Select & Earn d. Both a & b	C
11	What does Red symbolize in BCG matrix? a. Invest & Expand b. Harvest and Earn c. Harvest & Divest d. Select & Earn	C
12	The GE 9 cell model is based on a. Industry attractiveness & Business Strength b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth & Relative market share	A
13	The BCG Matrix is based on a. Industry attractiveness & Business Strength b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth rate & Relative market share	D

14	In strategic thinking, how long is the long term, approximately? a. 1 Month to 1 year b. 2 to 3 years c. 3 to 5 years d. More than 5 years	D
15	Low cost, Differentiation and Focus are examples of a. Corporate strategies b. Operational Strategies c. Business Strategies d. Functional Strategies	C
16	The word tactic is most likely to be associated with: a. Business Strategy b. Corporate strategy c. Operational Strategy d. All of the above	C
17	In BCG matrix, what is the label of the horizontal axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	A
18	In BCG Matrix, what is the label of the Vertical axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	C
19	In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate	B
	Another name for GE 9 cell model is	

20	a. Three colour matrix b. Stop light matrix c. Strategic Portfolio Matrix d. Colour light matrix	B
21	Which of these seeks to relate the goals of organization to the means of achieving them ? a) Strategy b) Levels c) Monitoring d) Management	A
22	When market & competitive conditions take an unexpected turn then required strategy is _____. a) Proactive b) Reactive c) Both d) None	B
23	In which level there are no Top managers ? a) Corporate Level b) Business Level c) Functional Level d) None of these	C
24	Organization can be classified as _____ on the basis of interest they have. a) Market Oriented & Prize Oriented b) General & Specific c) Broad & Narrow d) Commercial & Non-Commercial	- D
25	What is required by companies to meet changing condition in their industries ? a) Strategy & Mission b) Vision c) Develop long term strategies d) All the above Corporate level of management does consists of _____. a) Board of directors b) Chief Executive Officer c) Corporate staff d) All the above.	D
	Strategy is not a _____ for sound, alert & responsible management	

26	a) Reason b) Necessity c) Substitute d) Platform	C
27	Business policy tends to emphasize on which aspect of strategic management Is selling at a discount. a) System Analytical b) Portfolio Analytical c) Credit Analytical d) Rational Analytical	D
28	In large organization strategies are formulated at which level a) Corporate levels b) Divisional Levels c) Functional levels d) All of the above	D
29	Which of these serves as a corporate defense mechanism against mistakes & pitfalls a) Strategic Management b) Marketing Techniques c) Strategic Awareness d) Competitive Analysis	A
30	Which is a planned strategy a) Proactive b) Reactive c) Adaptive d) None of these	A
31	Which is not an advantage of strategic management a) Helps organizations to be proactive. b) Control their own destiny in better manner.. c) Identify available opportunity d) None of these	D
32	Which is a set of interrelated functions & processes carried out by management of an organization to attain its objective Secondary market. a) Strategy b) Execution c) Monitoring d) Management	A

33	Which is adaptive reaction to changing business environment a) Proactive b) Reactive c) Adaptive d) None of these.	A
34	What does Question Mark (?) symbolize in BCG matrix? a) Remain b) Diversified c) Invest/ Stable d) Liquidate	C
35	Which is not the limitation of strategic management a) Time Consuming Process b) Difficult Estimation of competitive responses c) Costly Process d) Understandable complex environment	D

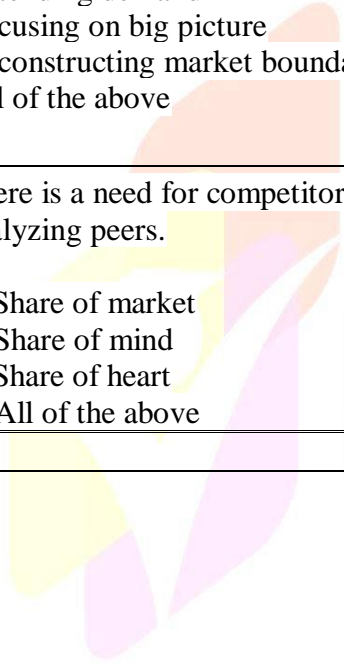
36	<p>Functional level managers are concerned with _____.</p> <p>A. Top level strategy. B. Middle level strategy. C. Functional level strategy D. All of the above</p>	C
37	<p>Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities.</p> <p>a. strategy-formulation b. strategy-implementation c. long-range planning d. short-range planning A.</p>	A
38	<p>The means by which long-term objectives will be achieved are</p> <p>a. mission statements b. strategies. c. vision statements. d. long-term goals.</p>	B
39	<p>The _____ answers the question "What do we want to become?" whereas _____ answers the question "What is our business?"</p> <p>a. vision statement; mission statement b. short-term objectives; long-term objectives c. objectives; strategies d. mission; vision</p>	A
40	<p>All of these, except _____, are part of Porter's competitive forces in industry analysis.</p> <p>a. potential entry of new competitors b. bargaining power of suppliers c. development of substitute products d. bargaining power of union</p>	D
41	<p>Shorthand words use to capture a vision or to reinforce old or new values in a firm's culture are called</p> <p>a. Metaphors b. Sagas c. Rituals d. Symbols</p>	A

42	<p>An effective information system collects, codes, stores, synthesizes, and _____ information in such a manner that it answers important operating and strategic questions.</p> <p>a. Prints b. Distributes c. Presents d. Filters</p>	c
----	---	---



43	_____ is adding new, unrelated products or services for present customers. a. Concentric diversification b. Horizontal diversification c. Conglomerate diversification d. Product development	b
44	Two reasons for mergers and acquisitions are a. to increase managerial staff and to minimize economies of scale. b. to reduce tax obligations and increase managerial staff. c. to create seasonal trends in sales and to make better use of a new sales force. d. to provide improved capacity utilization and to gain new technology	d
45	Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?  a. Forward integration b. Retrenchment c. Horizontal diversification d. Market penetration A.	a
46	The first option that should be considered for firms in Quadrant II of the Grand Strategy Matrix is the _____ strategy. a. integration  b. intensive c. defensive d. diversification	b
47	The pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division. a. QSPM b. BCG Matrix c. SPACE Matrix d. Grand Strategy Matrix	b

48	<p>After company identifies primary competitors, it must look out for</p> <p>a) Strategies b) Objectives c) Strengths and weaknesses d) All of the above</p>	a
49	<p>In the concept of red ocean thinking,</p> <p>a) Firms aggressively compete with each other on basis of incremental improvement in quality b) Firms aggressively compete with each other on basis of incremental improvement in cost c) Firms aggressively compete with each other on basis of incremental improvement in quality, cost or both d) Firms don't compete with each other</p>	c
50	<p>Blue-ocean thinking focus on</p> <p>a) Creating services and products for which they are no direct peers b) Creating services and products in a competitive market c) Following the leaders d) None of the above</p>	A
51	<p>Most of the U.S firms function on a _____ due to the stock market pressures.</p> <p>a) Market-share maximization model b) Short-term profit maximization model c) Long-term profit maximization model d) None of the above</p>	b
52	<p>Blue ocean strategy is based on</p> <p>a) Formulation principles b) Execution principles c) Both a &amp; b d) None of the above</p>	c
	Blue ocean strategy is based on	

53	a) Formulation principles b) Execution principles c) Both a & b d) None of the above	B
54	A. Execution Principle in Blue Ocean strategy focuses on  a) Overcoming key organizational hurdles b) Extending demand c) Focusing on big picture d) Reconstructing market boundaries	a
55	Formulation Principle in Blue Ocean Strategy focuses on  a) Extending demand b) Focusing on big picture c) Reconstructing market boundaries d) All of the above	D
56	There is a need for competitor to assess _____ variable for analyzing peers.  a) Share of market b) Share of mind c) Share of heart d) All of the above	d
 Dnyansagar Institute of Management & Research		
57	_____ means starting all over, starting from scratch. _____ a) Benchmarking b) Strategic Change c) Business Process Re-Engineering d) Strategic Leadership	c

58	Which is broader term? a) Strategy b) Policies c) Procedures d) Goals & Rules	A
59	_____ strategy affects an organization from top to bottom; it affects all functional & dicisional areas of a business. a) Planning b) Implementation c) Crafting Portfolio	b
60	60. Markowitz's main contribution to portfolio theory is _____. Re-Engineering begins with a fundamental _____. a) Redesigning b) Control c) Process d) Re-thinking	d
61	Competitive advantage normally is the result of _____ superiority in _____ area. a) Resources b) Skills c) Position d) All the above.	d
62	Which helps the managers to determine whether the overall strategy is progressing as desired or whether there is need for readjustment? a) Milestone Reviews b) Premise Control c) Special Alert Control d) Monitoring Strategic Thrusts	d

63	<p>_____ when new behavior becomes a normal way of life.</p> <p>a) Unfreezing b) Change in new situation c) Refreezing d) None of these</p>	c
64	<p>Which of these deal with the impact of strategy formulation on strategy implementation?</p> <p>a) Forward Linkages b) Backward Linkages c) Both (a) &amp; (b) d) None of these</p>	a
65	<p>_____ requires introduction of change in the organization to make organizational member adapt to the new environment.</p> <p>a) Strategic Intent b) Strategic Planning c) Strategy Crafting d) Strategy Implementation</p>	d
66	<p>_____ is a point of reference against which things _____ maybe compared and by which something can be measured and judged.</p> <p>a) BPR b) Strategic Change c) Strategic Leadership d) Benchmarking</p>	D
67	<p>_____ are simply a set of activities that transforms a set of inputs into a outputs for another person.</p> <p>a) Business Process b) Strategic Controls c) Analytical Programs d) Market Policies</p>	A

68	Which process simply makes the individuals or organizations aware of the necessity for change & prepares them for such a change? a) Unfreezing b) Change in new situation c) Refreezing d) None of these	a
69	_____are required recourses for implementation of strategy. a) Procedure b) Project c) Policies d) Control	b
70	Which of these deal with the impact of strategy implementation on strategy formulation? a) Forward Linkages b) Backward Linkages c) Both (a) & (b) d) None of these	b
71	A company will be successful only when the strategy _____ is sound & _____ is excellent. a) Implementation, Formulation b) Formulation, Implementation c) Both (a) & (b) d) None of these	b
72	_____ helps in improving performance by learning from the best practices & the processes by which they are achieved. a) BPR b) Strategic Change c) Benchmarking d) Strategic Leadership	c
73	_____ are the desired end results of the redesign process which the management and organization attempts to realize. a) Objectives b) Mission c) Goals d. Vision	a

	Horizontal integration is concerned with	
74	(A) Production (B) Quality (C) Product planning (D) All of the above	A
75	_____ is a process of breaking down old attitudes & behaviors, customs & traditions throughout organization.	a
	a) Unfreezing b) Change in new situation _____ c) Refreezing a. d) None of these	
76	Which is the issue to be considered in strategy implementation? a) Project Implementation b) Procedure Implementation c) Resource Allocation d) All the above	d
	_____	
77	In a SWOT analysis, strengths and weaknesses are external factors. True or false? True	a
	False	
78	A business mission statement is an explicit form of words that captures the broad aims of the company. True or false? True False	a
79	McKinsey's 7S framework helps analyse organisations and improve their effectiveness. The seven elements to be coordinated are: shared values, structure, systems, style and what? a. strategy, service levels and specialisation b. strategy, staff and skills c. service levels, stock and staff	b

	<p>d. specialisation, skills and standards e. standards, stock and SBUs</p> <p>a.</p>	
80	<p>What does SBU stand for?</p> <p>a. significant business undertaking b. special bureaucratic use c. standard business usage d. strategic business unit e. standard broker's uplift</p>	d
81	<p>SWOT is one of the most commonly used analysis tools in business, but what does it analyse?</p> <p>a. the external marketing environment b. the internal marketing environment c. the competitive environment d. the organisation's current situation e. the organisation's strategy</p> <p>a.</p>	d
82	<p>Which one of the following is not a component of a good business mission statement?</p> <p>a. identification of the company's philosophy, i.e. its approach to business b. specification of its product-market domain c. communication of key values d. close linkage to critical success factors e. a statement of financial assets</p>	e
83	<p>Porter's five forces is an industry analysis model. The five forces are: inter rivalry of competitors, bargaining power of customers, bargaining power of suppliers, threat of new entrants and what?</p> <p>a. barriers to entry b. threat of competitors c. brand strength d. threat of substitutes e. bargaining power of consumers</p>	D



84	_____ means going to the root of the problem areas and not attempting to make any superficial changes. a) Fundamental Re-thinking b) Radical Redesigning c) Dramatic Improvement d All the above	b

85	<p>Strategy formulation is primarily an _____ activity, based on strategic decision making.</p> <p>a) Entrepreneurial b) Promotional c) Virtualize d) None of these</p>	e
86	<p>Which of these focuses on effectiveness ?</p> <p>a) Strategy Formulation b) Strategy Implementation c) Strategy Planning d) one f these</p>	a
87	<p>_____ is meant for replacement of the old process by altogether new one to achieve dramatic improvement in the performance.</p> <p>a) Benchmarking b) Strategic Change c) Re-Engineering d) Strategic Leadership</p>	c
88	<p>Which of these is a set of logically related tasks or activities oriented towards achieving a specified outcome?</p> <p>a) Strategic Controls b) Analytical Programs c) Market Policies d) Business Process</p>	d
89	<p>The _____ answers the question "What do we want to become?" whereas _____ answers the question "What is our business?"</p> <p>a. vision statement; mission statement b. short-term objectives; long-term objectives c. objectives; strategies d. mission; vision</p>	a
90	<p>BCG in BCG matrix stands for</p> <p>a. Boston Calmette Group b. British Consulting Group c. Boston Corporate Group d. Boston Consulting Group</p>	D

91	The BCG Matrix is based on a. Industry attractiveness & Business Strength	d
	b. Industry Growth rate & Business strength c. Industry Attractiveness & Relative market share d. Industry Growth rate & Relative market share	
92	Low cost, Differentiation and Focus are examples of a. Corporate strategies b. Operational Strategies c. Business Strategies d. Functional Strategies	C
93	The word tactic is most likely to be associated with: a. Business Strategy b. Corporate strategy c. Operational Strategy d. All of the above	c
94	In BCG matrix, what is the label of the horizontal axis? a. Relative Market share b. Business Strength c. Industry Growth Rate d. Market Growth Rate	a
95	In GE 9 cell matrix, what is the label of the horizontal axis? a. Relative Market share b. Industry Attractiveness c. Industry Growth Rate d. Market Growth Rate	b
96	A. Another name for GE 9 cell model is a. Three colour matrix b. Stop light matrix c. Strategic Portfolio Matrix d. Colour light matrix	b
97	Which statement is true A Effective goals are related to the important features of job B Feedback arrangement with revaluation is also an effective goal C The goal improves organisational and personal execution, clearly D All of the above	A

	.	
98	<p>The strategic management process is the way in which strategists determine objectives and</p> <p>A Make recording</p> <p>B Make coordinating</p>	C
	<p>C Make strategic decisions</p> <p>D Make planning</p>	
99	<p>Which statement is true?</p> <p>A The strategic management involve the determination of the organization's policies, and strategic objectives</p> <p>B Strategic management is a stream of decisions and action which lead to an effective strategy or strategies to help achieve corporate objectives</p> <p>C The strategic management process is the way in which strategists make strategic decisions.</p> <p>D All of the above.</p>	d
100	<p>Producing a _____ reduces the quantity of defects product</p> <p>a. Cost of sale</p> <p>b. Cost of Production</p> <p>c. Advantage of Profit</p> <p>d. Quality of Product</p>	d



Reference books

Text books

online free sources

Google source

101	Which of the following is not a feature of Business environment (a) Interrelated Elements (b) Dynamics (c) Complexity (d) Continuous	d
102	Identification of opportunities to get first more advantage is one of the importance of business environment (a) True (b) False (c) Cannot say	a
103	Which of the following does not explain the impact of government policy changes on business & industry (a) Increasing competition (b) More demanding market customers (c) Market orientations (d) Change in agricultural prices	d
104	_____ refers to negative and unfavorable external factors that are likely to create hurdles for a firm:- (a) Opportunities (b) Warning (c) Threats (d) None of these	c
105	Which of the following are the dimensions of the business environment:- (a) Economic & Social (b) Technological & Economic (c) Legal & Social (d) All of the above	d
106	PEST analysis describes a framework of _____ factors used in the environmental scanning component of strategic management  a. macro-environmental	a

	(b) Integrating among economies (c) End of license  d. reduction of government control	
107	Globalization does not involve:- (a) Reduction of barrier (b) Free flow of goods & services (c) Global mechanism for settlement of economic disputes (d) Free flow of capital	a
108	Which of the following are the impact of govt. policy changes on business & industry? (a) Increased competition (b) Need for change (c) Demanding customers (d) All of the above	d
109	In which of the following basic categories can business environment be divided?	
	A. Local and Regional	
	B. Regional and National.	
	C. Internal and External.	
	D. Financial and Nonfinancial.	c
110	_____ is a statement Which derives the role that an organization plays in a society.	
	A. Goals.	
	B. Mission.	
	C. Objective.	
	D. Success.	b
111	Economic environment refers to all forces which have a _____.	
	A. political.	
	B. natural	
	C. economic.	
	D. social.	
112	_____ environment is within the control of the business.	
	A. Internal.	
	B. External.	
	C. Micro.	
	D. Macro.	a
113	_____ environment is beyond the control of the business.	
	A. Internal.	
	B. External.	
	C. Micro.	

	D. Macro.	b
114	The environment which is close to business and affect its capacity to work is known as ____ environment.	
	A. internal.	
	B. external.	
	C. micro.	
	D. macro.	c
115	Factors that create opportunities and threats to business units is known as ____.	
	A. internal environment.	
	B. external environment.	
	C. micro environment.	
	D. masgin environment.	B
116	Internal factors affecting a business environment also are referred to ____ factors.	
	A. controllable.	
	B. uncontrollable factors.	
	C. relevant.	
	D. global.	a
117	External factors affecting a business environment also be referred to ____ factors.	
	A. controllable.	
	B. uncontrollable.	
	C. relevant.	
	D. global	b
118	Culture spreads from one place to another and such transmission is called as ____.	
	A. difference.	
	B. reputation.	
	C. adoption.	
	D. heritage.	
	ANSWER: A	
119	____ is defined as systematic assessment of the social impact of the activities of a business firm.	
	A. Social audit.	
	B. Social responsibility.	
	C. Social interaction.	
	D. Social benefit.	A
	ANSWER: A	
120	What are the elements of business ethics?	

	A. Values rights and duties.	
	B. attitudes pressure and environment.	
	C. value environment and attitude.	
	D. Responsibilities.	A
	ANSWER: A	
121	Corporate values are the _____ of the corporate sector.	
	A. shared values.	
	B. moral beliefs.	
	C. customer satisfaction.	
	D. goodwill.	B
	ANSWER: B	
122	The economic system in which business units or factors of production are privately owned and governed is called as_____.	
	A. capitalism.	
	B. socialism.	
	C. democratic.	
	D. republic.	A
	ANSWER: A	
123	The economic system in which both public and private sectors co exist is known as _____economy.	
	A. capitalism.	
	B. socialism.	
	C. democratic.	
	D. republic.	B
	ANSWER: B	
124	One concept of culture determines the ____ of people.	
	A. experience.	
	B. ethics.	
	C. education.	
	D. wealth.	B
125	Self fulfillment and immediate gratification are_____cultural values.	
	A. decreases.	
	B. rises.	
	C. diminishes.	
	D. corporate.	B
	ANSWER: B	
126	Which can be a grand strategy ?	
	A. Denationalization.	



	B. Purchasing shares.	
	C. Takeover.	
	D. low price	c
127	_____ occupies the central place in business.	
	A. People.	
	B. Raw material.	
	C. Labour.	
	D. ALL OF THE ABOVE	D
	ANSWER: B	
128	India is good example for _____ economy.	
	A. socialist.	
	B. mixed .	
	C. capitalist.	
	D. communist.	B
129	Business includes _____.	
	A. non-economic activities.	
	B. economic activities.	
	C. social activities.	
	D. production activities.	B
130	What is the single word that can best describe today s business?	
	A. Technology.	
	B. Profit Making.	
	C. Change.	
	D. People.	C
	ANSWER: C	
131	.A valid definition of a business purpose is to _____.	
	A. create a customer.	
	B. maximize profits.	
	C. serve the society.	
	D. increase the wealth in the firm.	A
	ANSWER: A	
132	Is todays business is not characterized by diversification?	
	A. Social relationship.	
	B. Profit.	
	C. Customers.	
	D. Assets.	B
	ANSWER: B	
133	____ refers to the system of moral principles and rules of conduct applied to business.	

	A. Business culture.	
	B. Business ethics.	
	C. Business.	
	D. Society.	B
	ANSWER: B	
134	Competition is beneficial to the competing firms besides benefiting the _____?	
	A. producers.	
	B. intermediaries.	
	C. finances.	
	D. consumers.	D
	ANSWER: D	
135	What are the main concepts concerning about business goals or objectives?	
	A. Mission, objectives.	
	B. Mission , targets.	
	C. Mission, objectives, target.	
	D. Target, objectives.	C
	ANSWER: C	
136	Goals realization continuously will lead to _____.	
	A. mission fulfillment.	
	B. maximize customers.	
	C. high revenue.	
	D. maximize suppliers.	A
	ANSWER: A	
137	_____ is the primary motive for a business enterprise.	
	A. Profit.	
	B. Maximize customers.	
	C. Human objective.	
	D. Maximize suppliers.	A
	ANSWER: A	
138	The following statement with respect to culture is false.	
	A. Culture is enduring.	
	B. Culture is changing.	
	C. Culture is evolved among the members of a society.	
	D. Culture is determined by national boundaries.	D
	ANSWER: D	
139	_____ is the business through which new ideas and innovations are given a sharp and are converted into useful products and services .	
	A. Market Leadership.	

	B. Challenge.	
	C. Joy of Creation.	C
	D. Growth.	
	ANSWER: C	
140	what is the nature of business environment?	
	A. Aggression.	
	B. Relative.	
	C. Uncertain.	
	D. Aggression, Relative and Uncertain.	D
	ANSWER: D	
141	_____ refers to all forces which have an economic impact.	
	A. Technological Environment.	
	B. Political Environment.	
	C. Economic Environment.	
	D. Legal environment	C
	ANSWER: C	
142	Economic growth can be measured by _____.	
	A. the CPI.	
	B. the CBI.	
	C. GDP.	
	D. MPC.	C
	ANSWER: C	
143	Porter s model represents the relationship between _____.	
	A. organizational and environment.	
	B. society and environment.	
	C. organization and society.	
	D. society and industry.	A
	ANSWER: A	
144	_____ environment refers to all economic factors which have a bearing on the functioning of a business.	
	A. Economic.	
	B. Technological.	
	C. Natural.	
	D. Social.	A
145	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C
	ANSWER: C	
146	-----is the process of analyzing the	

	environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
147	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	
	D. People, Economy, Standards, Transport.	C
	ANSWER: C	
148	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C
	ANSWER: C	
149	-----is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
150	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	
	D. People, Economy, Standards, Transport.	C
	ANSWER: C	

151	_____ is one of the competitive strategy	
	A. Merger	
	B. Takeover	
	C. acquisition.	
	D. low price	d
152	_____ is one of the competitive strategy	
	A. Merger	
	B. Takeover	
	C. acquisition.	
	D. differentiation	D
153	_____ is one of the competitive strategy	
	A. Merger	
	B. Takeover	
	C. Focus	
	D. acquisition.	c
154	_____ is one of the competitive strategy	
	A. Merger	
	B. Takeover	
	C. low cost -Focus	
	D. acquisition.	c
155	_____ is one of the competitive strategy	
	A. Merger	
	B. low cost -Differentiation	
	C.acquisition.	
	D. acquisition.	B
156	_____ is one of the GRAND strategy	
	A. Merger	
	B. low cost -Differentiation	
	C. Differentiation	
	D. focus	A
	_____ is one of the GRAND strategy	
157	A. Acquisition	
	B. low cost -Differentiation	
	C. Differentiation	

	D. focus	a
158	_____ is one of the GRAND strategy	
	A. Focus	
	B. low cost -Differentiation	
	C. Differentiation	
	D. Takeover	d
159	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. producers.	
	B. intermediaries.	
	C. Financial.	
	D. competitors	c
	ANSWER: D	
160	What are the main concepts concerning about business goals or objectives?	
	A. Mission, objectives.	
	B. Mission , targets.	
	C. Mission, objectives, target.	
	D. Target, objectives.	C
	ANSWER: C	
161	Goals realization continuously will lead to _____.	
	A. mission fulfillment.	
	B. maximize customers.	
	C. high revenue.	
	D. maximize suppliers.	A
	ANSWER: A	
162	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. producers.	
	B.. Customers	
	C. intermediaries.	b
	D. competitors	
163	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. Internal business process.	
	B producers	
	C. intermediaries.	
	D. competitors	A
	ANSWER: D	
164	According to Kaplan and Norton, _____ is one	

	of the perspective of the balanced scorecard?	
	a. producers	
	b. Intermediaries.	
	C. competitors	
	D Learning and growth.	D
165	_____ INTRODUCED balanced scorecard?	
	A. Kaplan	
	B. Norton	
	C. Kaplan and Norton	
	D. Kaplan and Devid	c
	ANSWER: D	
166	_____ refers to all forces which have an economic impact.	
	A. Technological Environment.	
	B. Political Environment.	
	C. Economic Environment.	
	D. Legal environment	C
	ANSWER: C	
167	Triple bottom line consist all except	
	People	
	Planet	
	Profit	
	Process	d
	ANSWER: d	
168	Porter s model represents the relationship between _____.	
	A. organizational and environment.	
	B. society and environment.	
	C. organization and society.	
	D. society and industry.	A
	ANSWER: A	
169	_____environment refers to all economic factors which have a bearing on the functioning of a business.	
	A. Economic.	
	B. Technological.	
	C. Natural.	
	D. Social.	A
170	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C

	ANSWER: C	
171	-----is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
172	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	
	D. People, Economy, Standards, Transport.	C
	ANSWER: C	
173	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C
	ANSWER: C	
174	-----is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
175	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	



	D. People, Economy, Standards, Transport.	C
	ANSWER: C	
176	Which is a relationship between two or more businesses that enables each to achieve certain strategic objectives which neither would be able to achieve on its own? a) Diversification b) Acquisition c) Strategic Alliance d) Merger	c
177	64. Which strategy is not suggested by Michael Porter ? a) Cost Leadership Strategy b) Focused Strategy c) Differentiation Strategy d) None of these	d
178	Which of these is a merger of two organization that are operating in same industry but at different stages of production or distribution system? a) Vertical b) Horizontal c) Co-generic d) Conglomerate	a
179	Acquisition of one or more similar business operating at same stage of production marketing chain that is going into complementary or by or competitors product. a) Vertical integrated b) Horizontally integrated c) Concentric d) Conglomerate	b
180	Which is not the type of expansion strategy ? a) Through diversification b) Through mergers & acquisition c) Through Strategic alliance d) Through Tough Rivalry	d
181	Which strategy is implemented by redefining business & enlarging scope of business ? a) Stability b) Expansion c) Retrenchment d) Combination	b
182	Who believes that basic unit of analysis for understanding is a group of competitors producing goods & services that compete directly with each other?	A

	a) Michal Porter b) Igor H. Ansoff c) William F. Glueck d) Richard Cyer	
183	Which is not the risk of pursuing cost leadership strategy? a) Competitors may imitate the strategy b) Technological breakthrough in industry c) Buyers interest may swing to differentiating feature d) Higher prize may lead to less demand of product	D
184	Which is not the basis for differentiation ? a) Product b) Prize c) Organization d) Economic of scale	D
185	An organization using _____ strategy may concentrated on a particular group of customer geographic markets or particular product line segment. a) Cost Leadership b) Differentiation c) Focused d) None of these	C
186	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	B
187	_____ is adding new, unrelated products or services for present customers. a. Concentric diversification b. Horizontal diversification c. Conglomerate diversification d. Product development	b
188	Two reasons for mergers and acquisitions are a. to increase managerial staff and to minimize economies of scale. b. to reduce tax obligations and increase managerial staff. c. to create seasonal trends in sales and to make better use of a new sales	d

	force. d. to provide improved capacity utilization and to gain new technology	
189	Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products? a. Forward integration b. Retrenchment c. Horizontal diversification d. Market penetration	a
190	The first option that should be considered for firms in Quadrant II of the Grand Strategy Matrix is the _____. a. integration b. intensive c. defensive d. diversification	b
191	The pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division. a. QSPM b. BCG Matrix c. SPACE Matrix d. Grand Strategy Matrix	b
192	What is triple bottom line? a) An accounting tool that looks at the impact on people, planet and profits. b) A management strategy which states all the attention should be on profits. c) An accounting tool that looks at cost, profit and loss. d) A management strategy which focuses on corporate social responsibility.	a
193	What does the importance of ethical behaviour, integrity and trust call into question?	a

	<ul style="list-style-type: none"> <li>a) The extent to which managers should attempt to change the underlying beliefs and values of individual followers</li> <li>b) Who does what</li> <li>c) What we do next</li> <li>d) None of the above</li> </ul>	
194	<p>Which of the following would most effectively act as the primary objective of a business organisation?</p> <ul style="list-style-type: none"> <li>a) To make a profit</li> <li>b) To procure resources</li> <li>c) To communicate with shareholders</li> <li>d) To mediate between the organisation and the environment</li> </ul>	A
195	<p>What is the purpose of a balanced scorecard?</p> <ul style="list-style-type: none"> <li>a) To measure contribution of people to business growth</li> <li>b) To combine a range of qualitative and quantitative indicators of performance</li> <li>c) To relate business performance to customer satisfaction</li> <li>d) To relate business performance to financial measures</li> <li>e) All of the above</li> </ul>	B
196	<p>Which of the following is an example of an area where business ethics apply?</p> <ul style="list-style-type: none"> <li>a) Conduct of international operations</li> <li>b) Nowhere</li> <li>c) In the personal life of staff</li> <li>d) None of the above</li> </ul>	A
197	<p>A stakeholder orientation includes all of the following activities except:</p> <ul style="list-style-type: none"> <li>a) generating data about stakeholder groups</li> <li>b) assessing the firm's effects on stakeholder groups</li> <li>c) distributing stakeholder information throughout the firm</li> <li>d) minimizing the influence of stakeholder information on the firm</li> </ul>	D
198	Stakeholders are considered more important to	A

	<p>an organization when:</p> <ul style="list-style-type: none"> <li>a) they can make use of their power on the organization</li> <li>b) they do not emphasize the urgency of their issues</li> <li>c) their issues are not legitimate</li> <li>d) they can express themselves articulately</li> </ul>	
199	<p>To be successful, business ethics training programs need to:</p> <ul style="list-style-type: none"> <li>a) focus on personal opinions of employees.</li> <li>b) be limited to upper executives.</li> <li>c) educate employees on formal ethical frameworks and models of ethical decision making.</li> <li>d) promote the use of emotions in making tough ethical decisions.</li> </ul>	C
200	<p>Most companies begin the process of establishing organizational ethics programs by developing:</p> <ul style="list-style-type: none"> <li>a) ethics training programs.</li> <li>b) codes of conduct.</li> <li>c) ethics enforcement mechanisms.</li> </ul> <p>hidden agendas</p>	B
201	<p>_____ is one of the competitive strategy</p>	
	A. Merger	
	B. Takeover	
	C. acquisition.	
	D. low price	d
202	<p>_____ is one of the competitive strategy</p>	
	A. Merger	
	B. Takeover	
	C. acquisition.	
	D. differentiation	D
203	<p>_____ is one of the competitive strategy</p>	
	A. Merger	
	B. Takeover	
	C. Focus	
	D. acquisition.	c

204	_____ is one of the competitive strategy	
	A. Merger	
	B. Takeover	
	C. low cost -Focus	
	D. acquisition.	c
205	_____ is one of the competitive strategy	
	A. Merger	
	B. low cost -Differentiation	
	C.acquisition.	
	D. acquisition.	B
206	_____ is one of the GRAND strategy	
	A. Merger	
	B. low cost -Differentiation	
	C. Differentiation	
	D. focus	A
	_____ is one of the GRAND strategy	
207	A. Acquisition	
	B. low cost -Differentiation	
	C. Differentiation	
	D. focus	a
208	_____ is one of the GRAND strategy	
	A. Focus	
	B. low cost -Differentiation	
	C. Differentiation	
	D. Takeover	d
209	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. producers.	
	B. intermediaries.	
	C. Financial.	
	D. competitors	c
	ANSWER: D	
210	What are the main concepts concerning about business goals or objectives?	
	A. Mission, objectives.	

	B. Mission , targets.	
	C. Mission, objectives, target.	
	D. Target, objectives.	C
	ANSWER: C	
211	Goals realization continuously will lead to _____.	
	A. mission fulfillment.	
	B. maximize customers.	
	C. high revenue.	
	D. maximize suppliers.	A
	ANSWER: A	
212	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. producers.	
	B.. Customers	
	C. intermediaries.	b
	D. competitors	
213	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	A. Internal business process.	
	B producers	
	C. intermediaries.	
	D. competitors	A
	ANSWER: D	
214	According to Kaplan and Norton, _____ is one of the perspective of the balanced scorecard?	
	c. producers	
	d. Intermediaries.	
	C. competitors	
	D Learning and growth.	D
215	_____ INTRODUCED balanced scorecard?	
	A. Kaplan	
	B. Norton	
	C. Kaplan and Norton	
	D. Kaplan and Devid	c
	ANSWER: D	
216	_____ refers to all forces which have an economic impact.	
	A. Technological Environment.	
	B. Political Environment.	
	C. Economic Environment.	
	D. Legal environment	C
	ANSWER: C	

217	Triple bottom line consist all except	
	People	
	Planet	
	Profit	
	Process	d
	ANSWER: d	
218	Porter s model represents the relationship between _____.	
	A. organizational and environment.	
	B. society and environment.	
	C. organization and society.	
	D. society and industry.	A
	ANSWER: A	
219	_____environment refers to all economic factors which have a bearing on the functioning of a business.	
	A. Economic.	
	B. Technological.	
	C. Natural.	
	D. Social.	A
220	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C
	ANSWER: C	
221	-----is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
222	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	
	D. People, Economy, Standards, Transport.	C



	ANSWER: C	
223	.In some circles, a multinational corporations is also referred to _____.	
	A. multinational collaboration .	
	B. multinational entity.	
	C. MNC	
	D. multinational development.	C
	ANSWER: C	
224	-----is the process of analyzing the environment for the identification of factors which have impact on or have implication for the business.	
	A. Assessment	
	B. Forecasting	
	C. Scanning	
	D. None of these	C
	ANSWER: C	
225	PEST is an acronym which stands for _____.	
	A. Political, Environment, Societal, Technology. Share institution privatization.	
	B. Political, Economic, Societal, Technological.	
	C. Political, Economic, Social, Technological.	
	D. People, Economy, Standards, Transport.	C
	ANSWER: C	
226	Which is a relationship between two or more businesses that enables each to achieve certain strategic objectives which neither would be able to achieve on its own? a) Diversification b) Acquisition c) Strategic Alliance d) Merger	c
227	64. Which strategy is not suggested by Michael Porter ? a) Cost Leadership Strategy b) Focused Strategy c) Differentiation Strategy d) None of these	d
228	Which of these is a merger of two organization that are operating in same industry but at different stages of production or distribution system?	a

	a) Vertical b) Horizontal c) Co-generic d) Conglomerate	
229	Acquisition of one or more similar business operating at same stage of production marketing chain that is going into complementary or by or competitors product. a) Vertical integrated b) Horizontally integrated c) Concentric d) Conglomerate	b
230	Which is not the type of expansion strategy ? a) Through diversification b) Through mergers & acquisition c) Through Strategic alliance d) Through Tough Rivalry	d
231	Which strategy is implemented by redefining business & enlarging scope of business ? a) Stability b) Expansion c) Retrenchment d) Combination	b
232	The view that business exists at society's pleasure and businesses should meet public expectations of social responsibility is the a) iron law of responsibility argument b) enlightened self-interest argument c) capacity argument d) anti-free-loader argument	B
233	Where an organization takes into account the effect its strategic decisions have on society, this is known as: a) Corporate governance b) Business policy c) Business ethics d) Corporate social responsibility	D
234	_____ is one of the key element in triple bottom line.	
	People	
	Process	
	Politics	
	Pro active action	A
235	_____ is one of the key element in triple	

	bottom line.	
	COMPETITORS	
	Profit	
	Politics	
	Pro active action	b
236	Successful global initiatives addressing standards for business must begin and end with: a) the role of corporate governance and shareholder power in corporate decision making. b) social activism c) the implementation of standardized ethics programs. d) the consolidation of economic and environmental efforts.	A
237	Which of the following best describes a self-reference criterion? A) Unconsciously referring to our own cultural values B) Analyzing our culture more than we analyze other cultures C) Referring to other cultures in order to understand our own culture  Looking to expert opinions about culture before forming our own opinions	A
238	..... is an awareness and an honest caring about another individual's culture. A) Cultural accommodation B) Cultural empathy C) Cultural sympathy  Cultural savvy	B
239	The means by which long-term objectives will be achieved are a. mission statements b. strategies. c. vision statements. d. long-term goals.	B
240	Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all _____ activities. a. strategy-formulation b. strategy-implementation	A

	c. long-range planning d. short-range planning	
241	All of these, except _____, are part of Porter's competitive forces in industry analysis. a. potential entry of new competitors b. bargaining power of suppliers c. development of substitute products d. bargaining power of union	D
242	The first option that should be considered for firms in Quadrant II of the Grand Strategy Matrix is the _____ strategy.  a. integration b. intensive c. defensive d. diversification	B
243	The pie slices within the circles of a _____ reveal the percent of corporate profits contributed by each division. a. QSPM b. BCG Matrix c. SPACE Matrix d. Grand Strategy Matrix	B
244	In the concept of red ocean thinking, a) Firms aggressively compete with each other on basis of incremental improvement in quality b) Firms aggressively compete with each other on basis of incremental improvement in cost c) Firms aggressively compete with each other on basis of incremental improvement in quality, cost or both d) Firms don't compete with each other	C
245	Blue-ocean thinking focus on a) Creating services and products for which they are no direct peers b) Creating services and products in a competitive market c) Following the leaders d) None of the above	A
246	What is triple bottom line? e) An accounting tool that looks at the impact on people, planet and profits. f) A management strategy which states all the attention should be on profits.	a

	<p><b>g)</b> An accounting tool that looks at cost, profit and loss.</p> <p><b>h)</b> A management strategy which focuses on corporate social responsibility.</p>	
247	<p>Stakeholders are the individuals or groups that</p> <p>a) Have an interest in and are affected by company's actions.</p> <p>b) Have a mere interest in an Organization.</p> <p>c) Are affected by company's actions</p> <p>d) Above all.</p>	d
248	<p>CSR includes</p> <p>a) Economic responsibilities.</p> <p>b) Legal responsibilities.</p> <p>c) Ethical responsibilities.</p> <p>d) Above all</p>	d
249	<p>CSR considers</p> <p>a) Impact of the company's actions on society.</p> <p>b) Impact of company's success.</p> <p>c) Impact of company's failure.</p> <p>Impact of company's wind up</p>	a
250	<p>CSR field is closely linked with that of</p> <p>a) Sustainable revolution.</p> <p>b) Sustainable improvement.</p> <p>c) Sustainable development.</p> <p>d) None of the above.</p>	c

