

MBA-II / SEM-IV / HEALTHCARE MANAGEMENT

Subject: 404HM– Strategic Planning & Healthcare Management

MCQ / Question Bank

Sr. No.	Question	Ans.
1	Which_____liberalization has made strategic management a buzz word among the Indian corporate A. Cultural B. Economic C. Social D. None of the above	B
2	Apollo Hospitals until a few years back had a monopoly in their line of business. But with the competition on the rise, they had to resort to Strategic Management A. True B. False	A
3	Who is the author of the book “The Mind of the Strategist”? A. Glueck B. Chandler C. Waterman D. Kenichi Ohmae	D
4	Which of the following terms are used interchangeably in strategies? A. Strategic movement B. Business policy C. Corporate strategy D. All of the above	D
5	In corporate language, the term ‘Mission’ leads to _____ A. Goals B. Targets C. Objectives D. None of the above	C
6	Peter Drucker observes “ that business purpose and business mission are so rarely given adequate thought is perhaps the most important single cause of business failure” A. True B. False	A
7	Two Indian Journals ‘Business Today’ and ‘Analyst’ carried the cover story about vision/Mission. In which year was this? A. 1995 B. 1996	B

	C. 1997 D. 1998	
8	A review of 622 mission statements by _____ and _____ A. Graham and Havlik B. Glueck and Chandler C. Glueck and Waterman D. Chandler and Waterman	A
9	Which of the following is a target audience? A. Employees B. Stock Holders C. Consumers D. All of the above	D
10	Business decisions are influenced by _____ sets of factors A. One B. Two C. Three D. Four	B
11	Which of the following is a renowned proponent of core competence? A. Glueck B. Gary Hamel C. Waterman D. Chandler	B
12	Which of the following are the internal factors that influence the strategy and other decisions? A. Value System B. Mission and Objectives C. Management Structure and Nature D. All of the above	D
13	The external environment consists of two types of environment. Name them. A. Mini And Micro B. Mega and Micro C. Micro and Macro D. Mini and Mega	C
14	_____ analysis is one of the prime and primary steps in strategic management. A. SCOT B. WOTS C. ETOP D. SWOT	D
15	Which of the following is strength of the SWOT analysis, concerning Marketing? A. Poor brand image B. Weak distribution	C

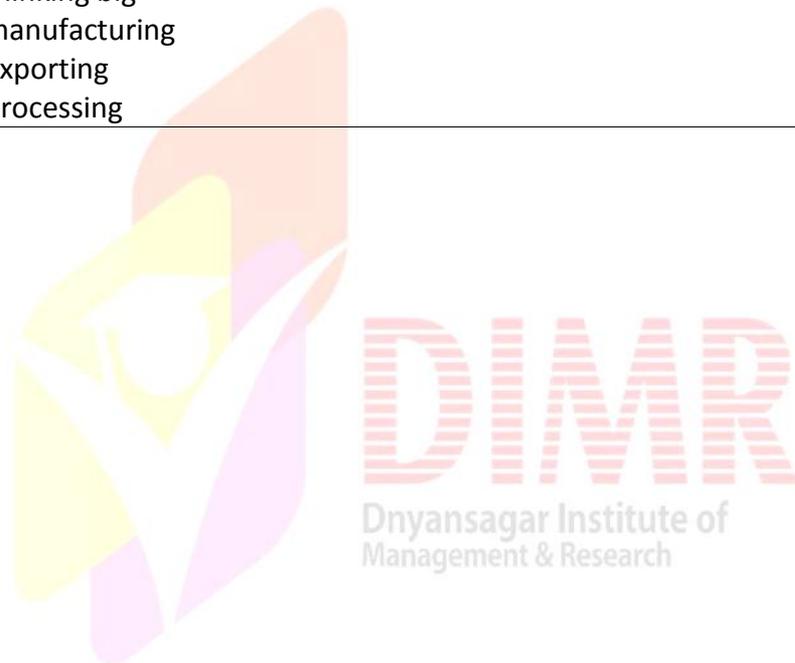
	C. Deep product mix D. Narrow product mix	
16	Which of the following is an opportunity concerning SWOT analysis A. Recession B. Boom C. Political Instability D. Delicensing	B
17	Both environmental analysis and organisational analysis involve two phases. A. True B. False	A
18	As__succinctly puts it, “strategy formulation is largely an intellectual process, whereas, strategy implementation is more operational in character. A. John David B. Fred David C. Waterman D. Chandler	B
19	In__SBU companies, the corporate strategy is implemented through SBU strategies, which are formulated to achieve the corporate strategy A. Single B. Multi C. Solo D. None of the above	B
20	____ objectives indicate the planned long term positioning of the organization. A. Short term B. Medium term C. Long term D. None of the above	C
21	Operationalising the corporate strategy requires. A. Development of functional strategies B. Production C. R&D D. All of the above	D
22	Which of the following is a factor on which structure depends? A. Size of business B. Nature of business C. Characteristics of the market D. All of the above	D
23	One of the major handicaps of_____was the too much delay in decision making and responding to the market needs.	A

	<p>A. IBM B. GM C. Xerox D. None of the above</p>	
24	<p>Who, from the following are the authors of the HBR article named “ Competing on capabilities: The new rules of corporate strategy” A. Stalk B. Evans C. Shulman D. All of the above</p>	D
25	<p>Classic example of flattening is the ABB. It would be interesting to note that the mammoth ABB has only _____layers of management. A. One B. Two C. Three D. Four</p>	C
26	<p>The _____threw open the world of short term financing in India. A. Bank of India B. Canara Bank C. Reserve Bank of India D. State Bank of India</p>	C
27	<p>The Apollo tyres reworked its strategic alliance with Continental AG of _____for production of passenger car radial tyres. A. Australia B. New Zealand C. Germany D. USA</p>	C
28	<p>Which of the following is a step which is involved in the operational control system. A. Establishing criteria and standards B. Measuring and comparing performance C. Performance gap analysis D. All of the above</p>	D
29	<p>Is focusing one of the three important types of operation control system A. Yes B. No</p>	A
30	<p>What is the full form of BCG? A. Bombay Consulting Group B. Barmby Consulting Group C. Bolivia Consulting Group D. Boston Consulting Group</p>	D
31	<p>Products in High Growth-High Market share are called _____</p>	C

	<p>A. Dogs B. Cash Cows C. Stars D. Question marks</p>	
32	<p>As per the BCG Matrix, Dogs may produce __ A. Loss B. Profit C. No loss no profit D. None of the above</p>	A
33	<p>Portfolio matrix is also known as? A. Business Alternative screen B. Business Attractiveness screen C. Backwards Attractiveness screen D. Business Attractive system</p>	B
34	<p>Who is the author of 'Competitive Strategy, Competitive Advantage'? A. Chandler B. Porter C. David D. Waterman</p>	B
35	<p>Which of the following is a common entry barrier? A. Government policy B. Economics on scale C. Cost disadvantages D. All of the above</p>	D
36	<p>Which of the following is a factor which influences the intensity of rivalry? A. The volume of purchase relative to the total sale of the seller B. The importance of the product to the buyer in terms of the total cost C. Number of firms and their relative market share D. Switching costs</p>	C
37	<p>For several industries, buyers are potential competitors. A. True B. False</p>	A
38	<p>Which of the following is an important reason for pursuing stability strategy? A. The company is doing fairly well and it is hopeful of the same in the future B. The feeling that sticking to the known business is always better and safe C. The company may not want to take the risks of growth and expansion D. All of the above</p>	D
39	<p>Retrenchment strategy</p>	C

	<p>is also known as?</p> <p>A. Offensive strategy</p> <p>B. Medium strategy</p> <p>C. Defensive strategy</p> <p>D. All of the above</p>	
40	<p>A combination strategy does not result from environmental changes.</p> <p>A. True</p> <p>B. False</p>	B
41	<p>Opportunities provide great stimulus to an urge for growth.</p> <p>A. True</p> <p>B. False</p>	A
42	<p>Which of the following is an important reason for business growth?</p> <p>A. Natural urge</p> <p>B. Survival Market</p> <p>C. Share</p> <p>D. All of the above</p>	D
43	<p>The important indicators of growth need not be positive simultaneously</p> <p>A. True</p> <p>B. False</p>	B
44	<p>Kotler has grouped growth strategies under heads</p> <p>A. One</p> <p>B. Two</p> <p>C. Three</p> <p>D. Four</p>	C
45	<p>Terms such as merger mania, merger frenzy and merger ___ have been used by business magazines and dailies in India</p> <p>A. Forever</p> <p>B. Fever</p> <p>C. Feany</p> <p>D. All of the above</p>	B
46	<p>Most of the waves of M&As occurred during _____ booms</p> <p>A. Social</p> <p>B. Political</p> <p>C. Cultural</p> <p>D. Economic</p>	D
47	<p>The M&A activities were comparatively at a high ebb for nearly one decade that followed the fourth wave.</p> <p>A. True</p> <p>B. False</p>	A
48	<p>In India, during the 'Controlled Regime' the deterrent was mostly of _____ combination</p>	B

	A. Vertical B. Horizontal C. Diagonal D. None of the above	
49	'A global corporation develops a genuine equidistance of perspective'. This is a observation for the book 'Borderless World'. Who is the author of 'Borderless World'? A. Fred David B. Kenichi Ohmae C. Alvin Toffler D. Chandler	B
50	How does a domestic firm start its international business? A. By thinking big B. By manufacturing C. By exporting D. By processing	C



MBA II/ Sem III

Specialization – Pharma and Healthcare Management (PHCM)

SE-PHCM- 03 Strategic Planning & Healthcare Management

MULTIPLE CHOICE QUESTIONS

Sr.No	MCQ's	Answer
1	The fundamental purpose for the existence of any organization is described by its	
	a. policies	
	b. mission	
	c. procedures	
	d. strategy	B
2	The fundamental purpose of an organization's mission statement is to	
	a. create a good human relations climate in the organization	
	b. define the organization's purpose in society	
	c. define the operational structure of the organization	
	d. generate good public relations for the organization	B
3	The acronym SWOT stands for	
	a. Special Weapons for Operations Timeliness	
	b. Services, Worldwide Optimization, and Transport	
	c. Strengths Worldwide Overcome Threats	
	d. Strengths, Weaknesses, Opportunities, and Threats	D
4	Which of the following is not a characteristic of strategic management that makes it different from other types of management?	
	a. It is interdisciplinary.	
	b. It has an external focus.	
	c. It has an internal focus.	
	d. It concerns the present direction of the organization.	D

5	Which of the following is an issue considered in developing corporate strategies?	
	a. What business(es) are we in?	
	b. What direction are we going?	
	c. What resources do we have to implement our strategies?	
	d. What businesses are we in and what to do with those businesses?	C
6	Which of the following is NOT a major element of the strategic management process?	
	a. Formulating strategy	
	b. Implementing strategy	
	c. Evaluating strategy	
	c. Assigning administrative tasks	D
7	Competitive advantage can best be described as:	
	a. increased efficiency.	
	b. what sets an organization apart.	
	c. a strength of the organization.	
	d. intangible resources.	
		A
8	The various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs are called:	
	a. strengths.	
	b. core competencies.	
	c. capabilities.	
	d. customer value.	
9	The primary focus of strategy is:	
	a. strategic analysis	
	b. the total organisation	
	c. strategy formulation	
	d. strategy implementation.	B
10	Which of the following is not an advantage of strategic management?	

	a. It provides organisations with a clearer sense of direction and purpose	
	b. It helps improve the political, economic, social and technological environment of the organisation	
	c. It helps orientate management decisions to relevant environmental conditions	
	d. It helps organisations be proactive rather than reactive	B
11	In a strategic group	
	a) A group of companies follows same strategies in a specified market	
	b) A group of companies follows different strategies in a specified market	
	c) A group of companies follows same strategies in different target markets	A
	d) None of the above	
12	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	C
	d) Firms don't compete with each other	
13	Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all activities.	
	strategy-formulation	
	strategy-implementation	
	long-range planning	A
	short-range planning	
14	Which of the following defines what business or businesses the firm is in or should be in?	
	a. Business strategy	
	b. Corporate strategy	

	c. Functional strategy	
	d. National strategy	B
15	Which of the following defines how each individual business unit will attempt to achieve its mission?	
	a. Business strategy	
	b. Corporate strategy	
	c. Functional strategy	
	d. National strategy	
16	Which of the following focuses on supporting the corporate and business strategies?	
	a. Competitive strategy	
	b. Corporate strategy	
	c. Operational strategy	
	d. National strategy	
	e. Mission strategy	C
17	Which one of the following is not a primary task of strategic managers?	
	a. Establishing strategic objectives	
	b. Developing the steps to follow in implementing operational level plans	
	c. Defining the business and developing a mission	
	d. Developing a strategy	
	e. Implementing and evaluating the chosen strategy	B
18	The task of strategy choice involves:	
	a. developing plans and activities which will improve the organisation's performance and competitive position	
	b. determining how the organisation can be more market and efficiency oriented	
19	c. monitoring whether the organisation is achieving good financial performance	
	d. keeping the organisation free of debt	A
	. Which one of the following is at the core of strategic management?	

	a. Choosing which organisational objectives to focus on	
20	b. Being alert for opportunities to change work responsibilities	
	c. Adapting the organisation to a changing external environment	
	d. Choosing whether to make decisions autocratically or on the basis of participation	C
	. The corporate level is where top management directs:	
	a. all employees for orientation	
21	b. its efforts to stabilize recruitment needs	
	c. overall strategy for the entire organization	
	d. overall sales projections	C
	. The three organizational levels are:	
	a. corporate level, business level, functional level	
22	b. corporate level, business unit level, functional level	
	c. corporate strategy level, business unit level, functional level	
	d. corporate strategy level, business level, specialist level	A
	. Which of the following is an example of competing on quick response?	
	a. a firm produces its product with less raw material waste than its competitors	
	b. a firm offers more reliable products than its competitors	
	c. a firm's products are introduced into the market faster than its competitors'	
	d. a firm's research and development department generates many ideas for new products	C
23	. What is meant by the term 'Stakeholder'?	
	a. A person who is not related with a business.	
	b. A person who is related with a business.	
	c. A person who owns a business.	
	d. A person who purchases the shares of a business.	B

24	Of the following, which one would NOT be considered one of the components of a mission statement?	
	a. The target market for XYZ is oil and gas producers as well as producers of chemicals.	
	b. XYZ shall hire only those individuals who have with sufficient educational levels so as to be of benefit to our customers	
	c. The customers of XYZ shall include global and local consumers of gas and oil products and domestic users of nontoxic chemicals	
	d. The technologies utilized by XYZ shall focus upon development of alternative sources of gas and oil so as to remain competitive within the industry	B
25	The strategic management process IN HEALTH CARE INDUSTRY is	
	a. a set of activities that will assure a temporary advantage and average returns for the firm.	
	b. a decision-making activity concerned with a firm's internal resources, capabilities, and competencies, independent of the conditions in its external environment.	
	c. a process directed by top-management with input from other stakeholders that seeks to achieve above-average returns for investors through effective use of the organization's resources.	
	d. the full set of commitments, decisions, and actions required for the firm to achieve above-average returns and strategic competitiveness..	D
26	The goal of the organization's _____ is to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.	
	a. vision	
	b. mission	
	c. culture	
	d. strategy	A
27	. A firm's mission	

	a. is a statement of a firm's business in which it intends to compete and the customers which it intends to serve.	
	b. is an internally-focused affirmation of the organization's financial, social, and ethical goals.	
	c. is mainly intended to emotionally inspire employees and other stakeholders.	
	d. is developed by a firm before the firm develops its vision.	A
28	The environmental segments that comprise the general environment typically will NOT include	
	a. demographic factors.	
	b. sociocultural factors.	
	c. substitute products or services.	
	d. technological factors.	C
29	An analysis of the economic segment of the external environment would include all of the following EXCEPT	
	a. interest rates.	
	b. international trade.	
	c. the strength of the U.S. dollar.	
	d. the move toward a contingent workforce.	D
30	Product differentiation refers to the:	
	a. ability of the buyers of a product to negotiate a lower price.	
	b. response of incumbent firms to new entrants.	
	c. belief by customers that a product is unique.	
	d. fact that as more of a product is produced the cheaper it becomes per unit.	C
31	Which of the following is NOT an entry barrier to an industry?	
	a. expected competitor retaliation	
	b. economies of scale	
	c. customer product loyalty	
	d. bargaining power of suppliers	D

32	Switching costs refer to the:	
	a. cost to a producer to exchange equipment in a facility when new technologies emerge.	
	b. cost of changing the firm's strategic group.	
	c. one-time costs suppliers incur when selling to a different customer.	
	d. one-time costs customers incur when buying from a different supplier.	D
33	New entrants to an industry are more likely when (i.e., entry barriers are low when...)	
	a. it is difficult to gain access to distribution channels.	
	b. economies of scale in the industry are high.	
	c. product differentiation in the industry is low.	
	d. capital requirements in the industry are high.	C
34	_____ is an acronym used to describe the particular Strengths, Weaknesses, Opportunities, and Threats that are strategic factors for a specific company	
	SWAT	
	SWOT	
	SWET	
	SWOY	C
35	The highest amount a firm can charge for its products is most directly affected by	
	a. expected retaliation from competitors.	
	b. the cost of substitute products.	
	c. variable costs of production.	B
	d. customers' high switching costs.	
36	All of the following are forces that create high rivalry within an industry EXCEPT	
	a. numerous or equally balanced competitors.	
	b. high fixed costs.	
	c. fast industry growth.	
	d. high storage costs.	C

37	According to the five factors model, an attractive industry would have all of the following characteristics EXCEPT:	
	a. low barriers to entry.	
	b. suppliers with low bargaining power.	
	c. a moderate degree of rivalry among competitors.	
	d. few good product substitutes.	A
38	Internal analysis enables a firm to determine what the firm	
	a. can do.	
	b. should do.	
	c. will do.	A
	d. might do.	
39	An external analysis enables a firm to determine what the firm	
	a. can do.	
	b. should do.	
	c. will do.	
	d. might do.	
40	_____ is/are the source of a firm's _____, which is/are the source of the firm's _____.	
	a. Resources, capabilities, core competencies	
	b. Capabilities, resources, core competencies	
	c. Capabilities, resources, above average returns	
	d. Core competencies, resources, competitive advantage	A
41	Is used for an external analysis?	
	Por's Five Forces Model	
	Peter's Five Forces Model	
	Porter's ten Forces Model	
	Porter's Five Forces Model	D
42	Firms with few competitive resources are more likely	
	a. to not respond to competitive actions.	
	b. respond quickly to competitive actions.	
	c. delay responding to competitive actions.	
	d. respond to strategic actions, but not to tactical actions.	C

43	Competitors are more likely to respond to competitive actions that are taken by	
	a. differentiators.	
	b. larger companies.	
	c. first movers.	
	d. market leaders.	D
44	What can be defined as the art and science of formulating, implementing and evaluating cross-functional decisions that enable an organization to achieve its objectives?	
	a. Strategy formulation	
	b. Strategy evaluation	
	c. Strategy implementation	
	d. Strategic management	
	e. Strategic leading	D
45	According to Greenley, strategic management offers all of these benefits except that	
	a. it provides an objective view of management problems.	
	b. it creates a framework for internal communication among personnel.	
	c. it encourages a favorable attitude toward change.	
	d. it maximizes the effects of adverse conditions and changes	D
46	Which of the following is an element of a firm's remote external environment?	
	a. Competition	
	b. Political agencies	
	c. Suppliers	
	d. Trade union	B

47	Long-term objectives should be all of the following except:	
	a. measurable.	
	b. continually changing.	
	c. reasonable.	
	d. challenging.	
	e. consistent.	B
48	What are guides to decision making?	
	a. laws	
	b. rules	
	c. policies	
	d. procedures	
	e. goals	C
49	Planning a new hospital starts with setting goals for the hospital, without which the organization cannot have a definite direction or focus. Which of the following areas is not considered by an organization while studying existing hospital facilities in an area?	
	(a) Bed ratio (b) Hospital occupancy (c) Physical condition of facilities (d) Perception of patients	D
50	. A hospital is a vital organization and stands unique and incomparable to any other organization. Which of the following is considered important part of new hospital plan, not only for aesthetics and access, but also to utilize the potential to capture or avoid natural energy?	
	(a) Provision for disasters (b) Functional requirements (c) Future expansion (d) Citing and orientation	D
51	A hospital requires to check and understand the applicability of the standard clauses for the institution. In India, all the hospitals have been certified for	
	(a) ISO (b) ISO (c) ISO (d) ISO	C
52	Shopping Window of a hospital is :	
	A.Operation Theatre	

	B.ICU	
	C.OPD	
	D.Cafeteria Services	C
53	What is mHealth?	
	A. Mobile healthcare device	
	B. To check health issues related to Respiration.	
	C. To provide healthy tips at your doorsteps.	
	D. None of the above	A
54	Which of the following is not a feature of Business environment	D
	(a) Interrelated Elements	
	(b) Dynamics	
	(c) Complexity	
	(d) Continuous	
55	Identification of opportunities to get first more advantage is one of the importance of business environment	A
	(a) True	
	(b) False	
	(c) Cannot say	
56	Which of the following does not explain the impact of government policy changes on business & industry	D
	(a) Increasing competition	
	(b) More demanding market customers	
	(c) Market orientations	
	(d) Change in agricultural prices	
57	_____ refers to negative and unfavourable external factors that are likely to create hurdles for a firm:-	C
	(a) Opportunities	
	(b) Warning	
	(c) Threats	
	(d) None of these	
58	Which of the following are the dimensions of the business environment:-	D
	(a) Economic & Social	
	(b) Technological & Economic	

	(c) Legal & Social	
	(d) All of the above	
59	PEST analysis describes a framework of _____ factors used in the environmental scanning component of strategic management	A
	a. macro-environmental	
	(b) Integrating among economies	
	(c) End of license	
	d. reduction of government control	
60	Globalization does not involve:-	A
	(a) Reduction of barrier	
	(b) Free flow of goods & services	
	(c) Global mechanism for settlement of economic disputes	
	(d) Free flow of capital	
61	Which of the following are the impact of govt.policy changes on business & industry?	D
	(a) Increased competition	
	(b) Need for change	
	(c) Demanding customers	
	(d) All of the above	
62	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
63	_____ is a statement Which derives the role that an organization plays in a society.	
	A. Goals.	
	B. Mission.	
	C. Objective.	
	D. Success.	B
64	_____ environment is with in the control of the business.	
	A. Internal.	
	B. External.	
	C. Micro.	
	D. Macro.	A
65	_____ environment is beyond the control of the business.	

	A. Internal.	
	B. External.	
	C. Micro.	
	D. Macro.	B
66	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
67	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
68	Internal factors affecting a business environment also are referred to ___factors.	
	A. controllable.	
	B. uncontrollable factors.	
	C. relevant.	
	D. global.	A
69	External factors affecting a business environment also be referred to ___factors.	
	A. controllable.	
	B. uncontrollable.	
	C. relevant.	
	D. global	B
70	Culture spreads from one place to another and such transmission is called as _____.	
	A. difference.	
	B. reputation.	
	C. adoption.	
	D. heritage.	A

71	Which is a planned strategy	
	Proactive	
	Reactive	A
	Adaptive	
	None of these	
72	Which is not an advantage of strategic management	
	Helps organizations to be proactive.	D
	Control their own destiny in better manner..	
	Identify available opportunity	
	None of these	
73	Which is a set of interrelated functions & processes carried out by management of an organization to attain its objective Secondary market.	
	Strategy	
	Execution	A
	Monitoring	
	Management	
74	Which is adaptive reaction to changing business environment	
	Proactive	A
	Reactive	
	Adaptive	
	None of these.	
75	What does Question Mark (?) symbolize in BCG matrix?	
	Remain	
	Diversified	
	Invest/ Stable	
	Liquidate	C
76	Which is not the limitation of strategic management	
	Time Consuming Process	
	Difficult Estimation of competitive responses	
	Costly Process	
	Understandable complex environment	D
77	Functional level managers are concerned with .	
	Top level strategy.	
	Middle level strategy.	
	Functional level strategy	

	All of the above	C
78	Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all activities.	
	strategy-formulation	
	strategy-implementation	
	long-range planning	A
	short-range planning	
79	The means by which long-term objectives will be achieved are	
	mission statements	
	strategies.	
	vision statements.	
	long-term goals.	B
80	_____ strategy involves competing in industries that are currently in existence	
	A blue ocean	
	A red ocean	
	A green ocean	
	A yellow ocean	B
81	_____ Strategy is referred to a market for a product where there is no competition or very less competition	
	A blue ocean	
	A red ocean	
	A green ocean	
	A yellow ocean	A
82	A blue-ocean strategy:	
	A. is an offensive strike employed by a market leader that is directed at pilfering customers away from unsuspecting rivals to boost profitability.	

	B. involves an unexpected (out-of- the-blue) preemptive strike to secure an advantageous position in a fast-growing market segment.	
	C. works best when a company is the industry's low-cost leader.	
	D. involves abandoning efforts to beat out competitors in existing markets and instead invent a new industry or new market segment that renders existing competitors largely irrelevant and allows a company to create and capture altogether new demand.	D
83	Which group would be classified as a stakeholder?	
	a. Communities	
	b. Banks	
	c. Suppliers	
	e. All of these	E
84	. The process of performing an external audit needs to include:	
	a. only top level managers, as it's a planning function.	
	b. as many managers and employees as possible.	
	c. primarily front-line supervisors	
	d. between to managers for it to be valid	
	e. stockholders and external government agencies	B
85	. Which of the following is not a stage of strategy formulation techniques?	
	a. Formulation Framework	
	b. Matching stage	
	c. External factor evaluation	
	d. Decision stage	B
86	The immediate external environment includes:	
	a. Divisions	
	b. S. B. U. s	

	c. Competitors	
	d. Management	C
87	The _____ comprises economic and social conditions, political priorities and technological developments, all of which must be anticipated, monitored, assessed and incorporated into the executive's decision making.	
	a. Internal environment	
	b. Task environment	
	c. Operating environment	
	d. Societal environment	
		D
88	. Strategic management involves the _____, directing, _____ and controlling of a company's strategy-related decisions and actions.	
	a. Financing; marketing	
	b. Planning; financing	
	c. Planning; organizing	
	d. Marketing; planning	D
89	A strategy is a company's	
	a. Value statement	

	b. Pricing policy	
	c. Game Plan to outsmart competitor	
	d. Long-term objective	C
90	. Strategy-formulation concepts and tools	
	a. Do not differ greatly for different size and type of organizations	
	b. Differ greatly for different size and type of organizations	
	c. Do not differ greatly for profit or nonprofit organizations but differ in small and large organizations	
	d. None of the mentioned options	A
91	Annual objectives	
	a. Are not critical to success	
	b. Serve as guidelines for action, directing and channeling efforts and activities of organization members	
	c. Are not important for employee motivation and identification	
	d. Do not provide a basis for organizational design	

92	Which of the following resources is used by all organizations to achieve desired objectives?	
	a. Financial resources,	
	b. Physical resources,	
	c. Human resources	
	d. All of the mentioned options	
93	Strategic management is	
	a. A pure science.	
	b. Based mainly on intuition.	
	c. Needed mainly when organizational performance falls.	
	d. Based on the use of quantitative and qualitative information.	
94	Large-scale, future-oriented plans, for interacting with the competitive environment to achieve company objectives refers to its	
	a. Strategy	
	b. Goals	
	c. Competitive analysis	
	d. Dynamic policies	
95	Strategic issues require which level of management decisions?	
	a. Operative	

	b. Top	
	c. Front-line	
	d. Middle	
96	Which of these basic questions should a vision statement answer?	
	a. What is our business?	
	b. Who are our employees?	
	c. Why do we exist?	
	d. What do we want to become?	
97	It is a strategic management performance metric that helps companies identify and improve their internal operations to help their external outcomes	
	A balanced scorecard	
	A statement of objectives	
	A vision statement	
	A customer reviews	A
98	Strategic management process activate in the sequence of _____	
	a. Environmental scanning, Strategy formulation, Implementation, control and evaluation	
	b. Strategy formulation, Environmental scanning, Implementation, control and evaluation	
	c. Environmental scanning, Strategy Implementation, formulation, control and evaluation	
	d. Strategy formulation, Implementation, control, evaluation, Environmental scanning	A
99	It measures past performance data and provides organizations with feedback on how to make better decisions in the future.	
	A statement of employees	
	A statement of objectives	

	A vision statement	
	A balance scorecard	D
100	An acquisition as a	
	strategic investment.	
	static investment.	
	No-use investment	
	plain investment	A

