

## Sample Questions for Practice

Course: MMS – (Semester - III) (Choice Based) ATKT/Backlog

Subject: Strategic Management

1. Proactive Organizations are those who
  - a) Anticipate the events and adapt themselves speedily
  - b) Anticipate events but act moderately fast
  - c) Stick to their plans irrespective of Change
  - d) Do not plan
  
2. Organic growth of the company means
  - a) Internal growth & expansion
  - b) Growth through acquisition
  - c) Growth through merger
  - d) No growth at all
  
3. In VUCA, A stands for
  - a) Ambition
  - b) Ambivalence
  - c) Ambiguity
  - d) Assertion
  
4. Frequent changes in Tax, Laws & regulations is a characteristic of
  - a) Uncertain Environment
  - b) Stable environment
  - c) Business- friendly Environment
  - d) Friendly environment
  
5. Unstable events with unknown durations in the market is the characteristic of
  - a) Stable Environment
  - b) Complex Environment
  - c) Volatile Environment
  - d) Friendly Environment
  
6. Nowadays consumers are health-conscious which is giving rise to increased demand of Organic products. Which factor of business environment is highlighted in the above statement.
  - a. Legal environment
  - b. Political environment
  - c. Economic environment
  - d. Social environment
  
7. What are the means by which long term objectives will be achieved?
  - a. Strategies
  - b. Policies
  - c. Strengths
  - d. Weakness
  
8. Divestment is what kind of strategy:
  - a. An asset reduction strategy

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- b. A weakness reduction strategy
  - c. A strength reduction strategy
  - d. A Cost reduction strategy
9. McDonalds is deciding whether to expand into manufacturing kitchen equipment in China. At what level is this decision likely to be made?
- a. Business
  - b. Corporate
  - c. Functional
  - d. International
10. Corporate Governance is concerned with the:
- a. Executive remuneration, disclosure of information, auditing and accounting procedures, and organizations' management structures
  - b. Elections to the board of directors
  - c. Relationships with national governments
  - d. Corporate level strategy
11. The value chain is subdivided into two main headings. These are 'Primary Activities' and:
- a. Peripheral activities
  - b. Support activities
  - c. Important activities
  - d. Outsources activities
12. The acronym SWOT stands for:
- a. Special Weapons for Operations and Timeliness
  - b. Strength, Weakness, Organisations and Tasks
  - c. Strengths, Weakness, Opportunities and Threats
  - d. Strengths, Weakness, Optimization and Transport
13. The two internal elements of SWOT are:
- a. Opportunities and Threats
  - b. Strengths and Weaknesses
  - c. Strengths and Opportunities
  - d. Weakness and Threats
14. 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
15. Which is not the generic strategy of Michael Porter?
- a. Cost Leadership
  - b. Growth Share Matrix

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- c. Differentiation
  - d. Focused strategy
16. What is a unified, comprehensive & integrated plan designed to assure that basic objectives of enterprise are achieved?
- a. Strategy
  - b. Execution
  - c. Monitoring
  - d. Management
17. Rivals firms, operating in the same industry rely on different \_\_\_\_\_ due to their strategic choice
- a. Mission
  - b. Goals & Objective
  - c. Business Definition
  - d. Business Model
  - e.
18. Best-worded \_\_\_\_\_ statement clearly & crisply illuminates direction in which organization is headed.
- a. Vision
  - b. Mission
  - c. Goals
  - d. Objective
19. Which of these refers to a strategy where the business seeks to sell its existing products into new market & this can be achieved by new product packaging, distribution channel etc?
- a. Market Penetration
  - b. Market Development
  - c. Product Development
  - d. Diversification
20. Which strategy is adopted by organization when if it chooses to focus on ways & means to reverse process of decline?
- a. Turnaround
  - b. Expansion
  - c. Stability
  - d. Stratification
21. Which is the first stage of turnaround strategy?
- a. Assessment of current problems
  - b. Implementation of emergency action plan
  - c. Restructuring the business
  - d. Returning to normal

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22. 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
23. Implementation of project in pursuance of \_\_\_\_\_ typically results in increase in capital work in progress & current assets.
- a. Stability Strategy
  - b. Expansion Strategy
  - c. Turnaround Strategy
  - d. Divestment Strategy
24. The concept of TOWS matrix was developed by \_\_\_\_\_
- a. Igor H. Ansoff
  - b. William F. Gluek
  - c. Heinz Wehrich
  - d. Arthur D. Little
25. Which strategy has its objective to sell or liquidate the business because resources can be better used elsewhere?
- a. Build
  - b. Hold
  - c. Harvest
  - d. Divest

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