

NCRD's Sterling Institute of Management Studies, Nerul

SYMMS SEM IV (CBCGS)
STUDY MATERIAL - STRATEGIC MANAGEMENT

Sr. No.	Question
1	Aim of company's mission is to understand
	A.purpose of present business
	B.employee motivation and their growth
	C. partial information about business
	D. complex situation in the market
2	When did the government remove the barriers for investment and free trade in India?
	a) 1990
	b) 1991
	c) 1992
	d) 1993
3	A _____ is a limitation or deficiency in resources, skills and capabilities that seriously impede effective performance
	a) Strength
	b) Threat
	c) Opportunities
	d) Weakness
4	The BCG matrix is based on:
	a) industry attractiveness and Business strength
	b) Industry Growth rate and Business strength
	c) Industry Attractiveness and Relative Market share
	d) Industry growth rate and relative market share
5	Liquidation is
	a) Selling company's products
	b) Selling company to another client
	c) Selling all of a company's assets
	d). Selling part of company's assets

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6	Which one is not the part of Porter Generic strategic choices?
	a) Cost Leadership
	b) Differentiation
	c) Focus
	d) Technology Leader
7	Which one is not the part of formulation of strategy?
	A. corporate level strategy
	B. Competitive level strategy
	C. Business level strategy
	D. Functional level strategy
8	Blue Ocean strategies create?
	a) Uncontested market space
	b) differentiation for the products
	c) Goodwill for the company
	d) Competitive strengths
9	Which among the following is a push factor?
	a) Growth
	b) Access to imported inputs
	c) Profitability
	d) Uniqueness of product or service
10	Firms that practice unrelated mergers _____
	a) Conglomerate
	b) Hostile
	c) Friendly
	d) Retrenchment
11	Strategy formulation, implementation, & evaluation activities should be performed _____?
	a) At end of year
	b) Semi Annually
	c) At beginning of year
	d) Continual Basis

Sr. No.	Question
12	One of the advantages of Turnaround strategies is:
	a) Generating more revenue
	b) Improvement in quality of service
	c) Optimum utilization of resources
	d) Creating goodwill in the market
13	Which is the cheapest mode of raising Finance in Business?
	a) Banks
	b) Financial Institutions
	c) Shareholders
	d) Government
14	In a turbulent and competitive free enterprise environment, a firm will succeed only if it takes a(n) _____ stance towards change.
	a) Reactive
	b) Proactive
	c) Anti regulatory
	d) Vision and not mission
	12
15	_____ of an organization deals with investigation of organizational strengths and weaknesses by focusing on factors which are relevant to it.
	a) External analysis
	b) Internal analysis
	c) Industry analysis
	d) Business analysis