

Vignahartas Trust's

SHIVAJIRAO S. JONDHLE COLLEGE OF ENGINEERING & TECHNOLOGY, ASANGAON

SEMESTER - III

SAMPLE QUESTION PAPER – STRATEGIC MANAGEMENT

Time: 60 Minutes

Marks: 60

(Attempt any 40)

1. _____ economic factors deal with the management of demand in any given economy.
 - A. Micro
 - B. Macro
 - C. Political
 - D. Technical
2. Which is not the final stage of strategic management?
 - A. Evaluating company's progress
 - B. Assessing impact of external develop
 - C. Making corrective adjustment
 - D. Setting Vision, Mission & Objectives
3. A company which has gone global is called _____.
 - A. MNC
 - B. TNC
 - C. BNC
 - D. National Company
4. In industries where rate of _____ is fast, _____ are quite likely to become obsolete.
 - A. Product Innovation, Product Patents
 - B. Market Innovation, Firm's Name
 - C. Product Innovation, Firm's Name
 - D. Market Innovation, Product Patents
5. Capabilities that do not have strategic equivalents are known as _____.
Capabilities.
 - A. Non-Substitutable
 - B. Valuable
 - C. Rare
 - D. Non-Imitable
6. Which criteria of core competency is related with the capabilities that allows firm to exploit opportunity or avert threats in its external environment?
 - A. Valuable
 - B. Rare
 - C. Costly to Imitate
 - D. Non-substitutable
7. Strategy formulating is at which stage of strategic management.
 - A. First
 - B. Second

- C. Third
 - D. Fourth
8. Which is not involved in organizational analysis?
 - A. Technological resources
 - B. Productive Capacity
 - C. Social Effect
 - D. Research & development
 9. Which type of merger has no linkages with respect to customer groups, customer functions technologies being used?
 - A. Vertical
 - B. Horizontal
 - C. Co-generic
 - D. Conglomerate
 10. At which stage currently Patanjali is & which strategy it is following?
 - A. Introduction, Expansion
 - B. Growth, Competitive
 - C. Maturity, Stability
 - D. Decline, Turnaround
 11. In which strategy firm maintains the existing level of effort, & is satisfied with incremental growth?
 - A. Stability
 - B. Expansion
 - C. Retrenchment
 - D. Combination
 12. When organization takes over other organization & control all its business operations, it is known as _____.
 - A. Acquisition
 - B. Merger
 - C. Penetration
 - D. Stratification
 13. In which structure employees have two superiors, a product or project manager & a functional manager?
 - A. Matrix Structure
 - B. Network Structure
 - C. Hourglass Structure
 - D. M-Form Structure
 14. Every organization has _____ organizational culture.
 - A. Similar
 - B. Related
 - C. Unique
 - D. None of these
 15. Which of these requires combination among many people?
 - A. Strategy Formulation
 - B. Strategy Implementation
 - C. Strategy Planning

D. None of these

16. Legal factors include –
- A. health and safety
 - B. pollution targets
 - C. health consciousness
 - D. career attitudes
17. PESTEL Analysis tool is especially useful when starting a new business or entering a _____ market.
- A. Stock
 - B. Domestic
 - C. Indian
 - D. foreign
18. SWOT analysis is a planning methodology that helps organizations build a _____ plan to meet goals, improve operations and keep the business relevant.
- A. Action
 - B. Growth
 - C. Strategic
 - D. Service
19. Opportunities are factors outside the organization that the business can take advantage of to reach business goals and move the business forward.
- A. Inside
 - B. Outside
 - C. External
 - D. Internal
20. Threats include anything in the external environment that might cause issues for a project or that pose a future threat to the organization's success.
- A. Weakness
 - B. Opportunity
 - C. Threats
 - D. Strength
21. _____ can be used to explore new ventures, products, acquisitions or mergers.
- A. SWOT
 - B. PESTEL
 - C. PERT
 - D. S- Curve
22. _____ products can be the market leader though require ongoing investment to sustain.
- A. Cash Cow
 - B. Star
 - C. Question mark
 - D. Dog
23. It is a _____ dimensional analysis on management of Strategic Business Units.
- A. Three
 - B. Four

- C. Two
 - D. Seven
24. BCG matrix has _____ cells, with the horizontal axis representing relative market share and the vertical axis denoting market growth rate.
- A. One
 - B. Four
 - C. Five
 - D. Two
25. _____ represent business units having large market share in a fast growing industry.
- A. Star
 - B. Cash Cow
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26. Determine the flow of creating the competitive advantage.
- i) Resources, ii) Competitive advantage, iii) capabilities
- A. (i),(iii),(ii)
 - B. (ii),(i),(iii)
 - C. (iii),(ii),(i)
 - D. (i),(ii),(iii)
27. Which of these refers to process of integration of world economy into one huge market.
- A. Globalization
 - B. Privatization
 - C. Stratification
 - D. None Of these
28. Which area of value chain transform various inputs into the final product or service?
- A. Marketing & Sales
 - B. Procurement
 - C. Infrastructure
 - D. Operation
29. Which of these is a unique feature of a company & its products that are perceived by the target market as significant & superior to the competition?
- A. Strategic Leadership
 - B. Competitive Advantage
 - C. Strategic Intent
 - D. Competitive Landscape
30. Which is not the factor on which company's profitability depends?
- A. Value customers place for product/service

- B. Prize that company charges for its product
 - C. Profit charged by the company
 - D. Costs of creating those product
31. _____ Depicts the organization's aspirations and provides a glimpse of what the organization would like to become in the future?
- A. Vision
 - B. Mission
 - C. Strategic management
 - D. None of these
32. Which of these is not the type of strategic analysis?
- A. Environmental scanning
 - B. Organizational analysis
 - C. Ratio Analysis
 - D. None of these
33. Which is not the final stage of strategic management?
- A. Evaluating company's progress
 - B. Assessing impact of external development
 - C. Making corrective adjustment
 - D. Setting Vision, Mission & Objectives
34. Which is not the strategy to be followed at start-up?
- A. Competitive Strategy
 - B. Collaborative Strategy
 - C. Expansion Strategy
 - D. None of these
35. Which is not the condition for having matrix-structure?
- A. Ideas needs to be cross fertilized
 - B. Resources are Enough
 - C. Abilities to make decision need to be improved
 - D. Process of information need to be improved
36. _____ means starting all over, starting from scratch.
- A. Benchmarking
 - B. Strategic Change
 - C. Business Process Re-Engineering
 - D. Strategic Leadership
37. Making strategy is a _____ type of strategy.
- A. Business level

- B. Growth Strategy
 - C. Corporate strategy
 - D. Functional Strategy
38. Large inventories are classified as:
- A. Potential Opportunity
 - B. Potential Threat
 - C. Potential strength
 - D. Potential weakness
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50. McKinsey 7-S these models was developed in the late 1970s by _____, former consultants at McKinsey & Company.
- A. F.W Taylor
 - B. Peter Drucker
 - C. Tom Peters and Robert Waterman
 - D. Henry Fayol

