1. Followings are the levels of strategy, choose the incorrect one?
   a. Corporate
   b. Business
   c. Functional
   d. Structural

2. Strategic management is mainly the responsibility of
   a. Lower management
   b. Middle management
   c. Top management
   d. Office staff

3. Types of strategic business units are of?
   a. 2
   b. 3
   c. 4
   d. 6

4. Which is not the basic feature of strategic intent?
   a. Direction
   b. Discovery
   c. Destiny
   d. Detention

5. The Process of creating a vision consists of two components, namely Core ideology and?
   a. Envisioned future
   b. Broad time horizon
   c. Strategic thinking
   d. Problem solving

6. Strategic management deals with
   a. Production and quality
   b. Profit and loss
   c. Balance sheet
   d. Business process

7. Vertical integration is concerned with
   a. Supply chain
   b. production
   c. Quality
   d. Planning
8. ETOP stands for?
   a. environmental threat & opportunity project
   b. environmental threat & opportunity profile
   c. environmental treaty & opportunity profile
   d. environmental threat & optimum profile

9. Porter's generic strategies are
   a. Low price, differentiation, focus
   b. Cost leadership, differentiation, cost focus, focus differentiation
   c. Price leadership, differentiation, focus
   d. Low cost, differentiation, focus differentiation

10. Corporate Strategy is concerned to know
    a. Market
    b. Divestment
    c. Management
    d. Investment

11. Which one of the following is not part of micro environment?
    a. Technology
    b. Shareholders
    c. Competitors
    d. Public

12. Which is one of the methods of Growth/Expansion Strategy?
    a. Diversification
    b. Ownership
    c. Concentric
    d. Conglomerate

13. Which one of the following is not part of macro environment?
    a. Law and Policies
    b. Demographics
    c. Suppliers
    d. Social Values

14. Scenario planning technique is used by organisation for?
    a. Long term planning
    b. Short term planning
    c. Ad-hoc planning
    d. Routine planning

15. Which is not the type of stability strategy?
    a. Pause with caution strategy
    b. Profit strategy
    c. Market research strategy
    d. No change strategy

16. Which one of the following includes questions like, what is our business? And what are the values and preferences of an organization?
    a. Priority Statement
    b. Mission Statement
    c. Motivation Statement
    d. Problem Statement
17. The Prescriptive School of thought on strategy include
   a. The Design School
   b. The Positioning School
   c. Neither A and B
   d. Both A and B

18. The observing, analysing and spreading information relating of business environment both
    external and internal to the organisation is
   a. Environmental Scanning
   b. SWOT Analysis
   c. Market research
   d. ETOP

19. An organisation's intended strategy is changed during its implementation and results in
    realised strategy. The difference in the intended strategy and realised strategy is often a
    result of
   a. Deliberated Strategy
   b. Emergent Strategy
   c. Unrealised Strategy
   d. Strategic intent

20. The framework for establishing good corporate governance and accountability was
    originally set up by
   a. Cadbury Committee
   b. Hampel Committee
   c. Greenbury Committee
   d. Nestle Committee

21. The system by which companies are directed and controlled is called:
   a. Corporate regulations
   b. Corporate governance
   c. Corporate administration
   d. Corporate compliance

22. A company's most effective instrument of corporate governance are:-
   a. Board of directors
   b. Shareholders
   c. Top executives
   d. CEO

23. The Internal environment is related with the factors internal to an organisation, which are
    considered as?
   a. Constant
   b. Uncontrollable
   c. Controllable
   d. General

24. A statistical technique which helps to calculate the future trends from the data of current
    trends?
   a. Estimations
   b. Modelling
   c. Extrapolation
   d. Mapping
25. Which of the following is not the part of Michael Porter’s five force model?
   a. Supplier Power
   b. Buyer Power
   c. Entry Barriers
   d. Trade Union Power

26. The bargaining power of the supplier is less than that of the buyer when
   a. Volume of purchase is low
   b. The buyer’s profit margin is low
   c. Cost savings from the supplier’s product are minimal
   d. Threat of backward integration by buyers is low

27. Effective strategic management requires an understanding of organizational resources and?
   a. Competencies
   b. Speciality
   c. Policies
   d. Mission

28. VRIO stands for?
   a. Valuable, interesting, rare, organised
   b. Profitable, important, right, original
   c. Valuable, Rareness, Imitability and organized
   d. Valuable, interesting, rare, organised

29. Horizontal integration is useful when a firm
   a. undertakes a new activity of supplying inputs
   b. takes up the same type of products at the same level of production of marketing process
   c. expands geographically
   d. acquires a competitor’s business

30. Which of the following groups represents the stakeholders of a company?
   a. The owners of the company
   b. The people who purchases the shares of the company
   c. The people who have a special stake or claim on the company
   d. The people who are in the management a company

31. 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

32. Innovation is defined as
   a. The commercialization of a new product or process.
   b. The invention of a new product or process.
   c. A new product or process idea.
   d. The implementation of a new production method.

33. Which one is not included in the four components of Balanced Score Card?
   a. Mission,
   b. Perspectives
   c. Measures
   d. Discussions
34. The new role of HR in the Change Management process should be as
   a. A strategic business partner
   b. A support function to the core functions
   c. An ad-hoc partner to projects
   d. An extra resource when required

35. Innovation is defined as
   a. The commercialization of a new product or process.
   b. The invention of a new product or process.
   c. A new product or process idea.
   d. The implementation of a new production method.

36. Process innovation refers to:
   a. The development of a new service
   b. The development of a new product.
   c. The implementation of a new or improved production method
   d. The development of new products or services

37. Which of the following are valuable in a standards war?
   a. Competitive advantage
   b. Late mover advantage
   c. Early mover advantage
   d. Technological advantage

38. Which of the following is NOT an assumption of the resource-based model?
   a. Each firm is a unique collection of resources and capabilities.
   b. All firms possess the same strategically relevant resources.
   c. Resources are not highly mobile across firms.
   d. Firms acquire different resources and capabilities over time.

39. A cost leadership strategy provides goods or services with features that are
   a. Acceptable to customers.
   b. Unique to the customer.
   c. Highly valued by the customer.
   d. Able to meet unique needs of the customer

40. In marketing, who is the central focus of most of the activities?
   a. Director
   b. Supplier
   c. Customer
   d. Marketer

41. The risks of a cost leadership strategy include
   a. Becoming "stuck in the middle."
   b. Production and distribution processes becoming obsolete
   c. The ability of competing firms to provide similar features in a product
   d. Customers deciding the product isn't worth what the firm must charge for
42. A firm successfully implementing a differentiation strategy would expect
   a. Customers to be sensitive to price increases.
   b. To charge premium prices.
   c. Customers to perceive the product as standard.
   d. To automatically have high levels of power over suppliers.

43. Which of the following is not a typical strategic objective or benefit that drives mergers and acquisitions?
   a. To gain quick access to new technologies or other resources and capabilities
   b. To create a more cost-efficient operation out of the combined companies
   c. To expand a company’s geographic coverage
   d. To facilitate a company’s shift from a broad differentiation strategy to a focused differentiation strategy

44. Which one of the following create a brand new firm by merging existing entities
   a. Acquisition of stock
   b. Merger
   c. Shared agreement
   d. Consolidation

45. Module of Flotilla strikes an optimum balance of?
   a. Optimisation and flexibility
   b. Standardisation and flexibility
   c. Organization and flexibility
   d. Flexibility only

46. What does Stars Symbolize in BCG Matrix?
   a. Introduction
   b. Growth
   c. Maturity
   d. Decline

47. When a firm combines the activities related to the present activity on the basis of Value chain, is known as
   a. forward integration
   b. backward integration
   c. integration strategy
   d. horizontal integration

48. GE 9 Cell model 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 and relative market share

49. An agreement between firms to create a separate, co-owned entity established to pursue a joint goal is called?
   a. Consolidation.
   b. Strategic alliance
   c. Joint venture.
   d. Merged alliance.
50. Which of the following is not one of the five generic types of competitive strategy?
   a. A low-cost provider strategy
   b. A broad differentiation strategy
   c. A focused low-cost provider strategy
   d. A market share dominator strategy

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