

# Final Test Paper 9 INDIAN INSTITUTE OF MATERIALS MANAGEMENT

## Strategic Management

### GDMM/PGDMM 3 YEARS

Instructions:

1. Answer all 50 questions. Each question carries 2 marks Total : 100 Marks
2. Duration 1 Hour.

\*Required

1. Email \*

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2. Name \*

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3. Roll Number

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4. 1. Future of business firms is affected by the resolution of

*Mark only one oval.*

- Strategic issues
- Complex issues
- Alternative issues
- Option 4

5. 2. Unilever is one of the world's oldest

*Mark only one oval.*

- Global company
- Multinational company
- Indian company
- Growing company

6. 3. Financial objectives ensure

*Mark only one oval.*

- Minimum economy in expenditure
- Maximum economy in expenditure
- Adequate economy in expenditure
- Sufficient economy in expenditure

7. 4. For abbreviation 'BCG' B stands for

*Mark only one oval.*

- Britain
- Boston
- Bharat
- Birmingham

8. 5. Elements of strategic management do not include

*Mark only one oval.*

- Analysis
- Packaging
- Choice
- Implementation

9. 6. SBU stands for

*Mark only one oval.*

- State Business Unit
- Strategic Business Unit
- Store Barcode Unit
- Short-term Business Unit

10. 7. Demographic change is part of

*Mark only one oval.*

- External Environment
- Internal Environment
- Climatic Change
- Environmental Change

11. 8. Operations management is almost similar to

*Mark only one oval.*

- Purchase management
- Quality control
- Production Management
- Reengineering processes

12. 9. Strategic planning is

*Mark only one oval.*

- Tactical planning
- Long term planning
- Short term planning
- Operational planning

13. 10. CSF stands for

*Mark only one oval.*

- Critical Success Factor
- Critical Success & Failure
- Criteria for Success Factor
- Central Security Force

14. 11. FDI stands for

*Mark only one oval.*

- Foreign Direct Interest
- For Direct Investment
- Foreign Department of Investment
- Foreign Direct Investment

15. 12. NGO stands for

*Mark only one oval.*

- Non Government Ordinance
- Non Government Organization
- National Government Organization
- Non Government Operation

16. 13. Pioneer of strategy

*Mark only one oval.*

- E. Deming
- Peter Drucker
- Crosby
- Juran

17. 14. Industries suffer considerably due to shortage of

*Mark only one oval.*

- Power supply
- Infrastructure
- Money
- Technology

18. 15. Operation capability factors are related to the production of

*Mark only one oval.*

- Sales
- Capacity
- Products
- Banking

19. 16. The useful method for organizational appraisal is

*Mark only one oval.*

- Manufacturing facilities available in plant
- Man power available in plant
- Availability of Raw materials
- Value chain analysis

20. 17. Which statement is correct about strategic management process

*Mark only one oval.*

- It occurs once a year
- It applies to large businesses
- It applies to small businesses
- It is a continuous process

21. 18. For expansion, which strategies offer an attractive alternative

*Mark only one oval.*

- Self life items
- Domestic
- European
- International

22. 19. A term relevant to the desired future state that the organization attempts to realize

*Mark only one oval.*

- Strategy
- Goal
- Policy
- Procedure

23. 20. Selling includes all the marketing activity except

*Mark only one oval.*

- Advertising
- Sales promotion
- Customer relations
- Pricing

24. 21. Which management function includes breaking tasks into jobs and delegating authority

*Mark only one oval.*

- Motivating
- Staffing
- Organizing
- Planning

25. 22. ERP stands for

*Mark only one oval.*

- Energy Report of Project
- Engineering Research Project
- Enterprise Resource Planning
- Electronic Re-engineering of Projects

26. 23. Corporate social policy should be designed and articulated in strategic management during

*Mark only one oval.*

- Evaluation stage
- Formulation stage
- Implementation stage
- Transportation of materials by a party other than a,b,c above

27. 24. All the sectors are more technologically oriented except

*Mark only one oval.*

- Textile
- Pharmaceutical
- Telecommunications
- Beverages

28. 25. What is the first step in controlling function of management

*Mark only one oval.*

- Take corrective actions
- Restrict breaks employees take
- Establish performance standards
- Evaluate expense

29. 26. Which marketing entity is not an intermediary

*Mark only one oval.*

- Brokers
- Producer
- Agents
- Vendors

30. 27. All fall under pricing decisions except

*Mark only one oval.*

- Discounts
- Credit terms
- Markups
- Dealer relations

31. 28. Which statement is broad and aspiration of an organization to be in future

*Mark only one oval.*

- Corporate philosophy
- Company creed
- Vision statement
- Mission statement

32. 29. Identify the precise sequence of stages of strategic management process

*Mark only one oval.*

- Strategy formulation, implementation and evaluation
- Strategy evaluation formulation, and implementation
- Strategy evaluation, implementation and formulation
- Strategy implementation, evaluation and formulation

33. 30. The weakness of a business organization is

*Mark only one oval.*

- Price war
- Poor location
- Increased trade barriers
- Innovative substitute product



34. 31. Developing vision and mission statement is important because of following reasons except

*Mark only one oval.*

- They are useful for large firms only
- They establish organizational culture
- They are the basis for allocating resources
- They translate objectives into work structure

35. 32. Departmentalization is done on the basis of following, except

*Mark only one oval.*

- Functions
- SBUs
- Number of employees
- Divisions

36. 33. Which of the following can be treated as a threat to the organization

*Mark only one oval.*

- Production
- Competitive trends
- Research and development
- Management Information Service

37. 34. Ethnic balance is affected due to

*Mark only one oval.*

- Change in ethnic values
- Awareness of ethnic norms
- Migration of the people towards different areas
- Introduction of new ethnic laws

38. 35. Which group represents the stake holders of the company

*Mark only one oval.*

- People who have special stake on the company
- People who have purchased the shares of the company
- The owner of the company
- People who are in the management of company

39. 36. One of the following is not good feature of an organization

*Mark only one oval.*

- Clear line of authority
- Lesser managerial levels
- Proper span of control
- Dual Control

40. 37. Which of the following arise when company can take advantage of local environmental conditions

*Mark only one oval.*

- Strength
- Weakness
- Opportunities
- Threat

41. 38. Statement referred to for price fluctuation is

*Mark only one oval.*

- Decrease in price level
- Increase in price level
- Fluctuation in general price level
- Fluctuation in price level of a particular commodity

42. 39. Effective mission statements do not have the features as

*Mark only one oval.*

- What does the firm want to become
- Generate range of feasible alternatives
- Reconcile interest among diverse stake holders
- Provide criteria for selecting strategies

43. 40. Which of the process is influencing people to complete the given task

*Mark only one oval.*

- Motivating
- Staffing
- Controlling
- Organizing

44. 41. First step in the comprehensive strategic –management model is

*Mark only one oval.*

- Performing external audit
- Performing internal audit
- Developing vision and mission statements
- Evaluating performance

45. 42. One of the following not included in the strategic management model. is

*Mark only one oval.*

- Performance evaluation
- Long term objectives
- Internal research to identify customers
- Vision and mission statement

46. 43. All are broad categories of external forces except

*Mark only one oval.*

- Economic forces
- Technological forces
- Socioeconomic forces
- Competitive forces

47. 44. Out of the following which one can be the weakness of the firm

*Mark only one oval.*

- High oil prices
- Ineffective marketing
- Changing life style
- Increasing pollution

48. 45. Which one of the following deals with the management of transformation of input into output

*Mark only one oval.*

- Marketing
- Operations
- Finance
- Distribution

49. 46. Which type of trend can be exemplified by the increase in average level of education in the society

*Mark only one oval.*

- Social
- Economic
- Cultural
- Technological

50. 47. Various job titles of a strategist may include all of the following except

*Mark only one oval.*

- Owner
- Chancellor
- Foreman
- Social Policy

51. 48. Which of the following are the guide lines of decision making

*Mark only one oval.*

- Laws
- Policies
- Rules
- Goals

52. 49. The analysis of the internal environment contributes to the

*Mark only one oval.*

- Strategy formulation process
- Ethical process
- Planning process
- Controlling process

53. 50. Strategic management is a system that aligns business activities to create

*Mark only one oval.*

- A positive outcome
- Business environment
- Maximum profit
- An amicable environment

