

Exam Name : PGDMM PGDSCM & L -Strategic Management

Total Questions : 50

Q.1 Which of these seeks to relate the goals of organization to the means of achieving them ?

Marks: 2

Question ID:
6289232

No	Options Details	Select Option
1	Strategy	
2	Execution	
3	Monitoring	
4	Management	

Q.2 When market & competitive conditions take an unexpected turn then required strategy is

Marks: 2

Question ID:
6289233

No	Options Details	Select Option
1	Proactive	
2	Reactive	
3	Active	
4	Passive	

Q.3

What is a unified, comprehensive & integrated plan designed to assure that basic objectives of enterprise are achieved ?

Marks: 2**Question ID:**
6289234

No	Options Details	Select Option
1	Strategy	
2	Execution	
3	Monitoring	
4	Management	

Q.4

Corporate level of management consists of all of following EXCEPT:

Marks: 2**Question ID:**
6289235

No	Options Details	Select Option
1	Board of Directors	
2	Chief Executive Officer	
3	Corporate Staff	
4	Functional Managers	

Q.5 Which is a self-contained division?

Marks: 2

Question ID:
6289236

No	Options Details	Select Option
1	Strategic business unit	
2	Divisional structure	
3	Corporate division	
4	Managerial division	

Q.6 Which is a planned strategy ?

Marks: 2

Question ID:
6289237

No	Options Details	Select Option
1	Proactive	
2	Reactive	
3	Adaptive	
4	Positive	

Q.7 Which is NOT an advantage of strategic management?

Marks: 2

Question ID:
6289238

No	Options Details	Select Option
1	Helps organizations to be proactive.	
2	Control their own destiny in better manner	
3	Identify available opportunity	
4	Is guided by operational level objectives	

Q.8 Functional level managers are concerned with _____.

Marks: 2

Question ID:
6289239

No	Options Details	Select Option
1	Strategies responsible for Specific business operations	
2	Strategies that span individual business	
3	Strategies that are specific to particular business	
4	Strategies for the entire business	

Q.9 Which of these is something that has to do with war & ways to win over enemy ?

Marks: 2

Question ID:
6289240

No	Options Details	Select Option
1	Strategy	
2	Management	
3	Execution	
4	Monitoring	

Q.10 In competitive environment it is difficult to clearly estimate _____ about firm's strategies

Marks: 2

Question ID:
6289241

No	Options Details	Select Option
1	Competitive Responses	
2	Operating Process	
3	Control System	
4	Reasonable outcomes	

Q.11 Firm is successful in achieving _____ only after other firm's effort to duplicate or imitate it are failed.

Marks: 2

Question ID:
6289242

No	Options Details	Select Option
1	Strategic leadership	
2	Competitive advantage	
3	Strategic Intent	
4	Competitive landscape	

Q.12 The TOWS matrix is a tool of generating strategic _____.

Marks: 2

Question ID:
6289243

No	Options Details	Select Option
1	Leadership	
2	Environment	
3	Option	
4	Control	

Q.13 Which is NOT the area identified in major core competencies?

Marks: 2

Question ID:
6289244

No	Options Details	Select Option
1	Competitor Differentiation	
2	Customer Value	
3	Profitability of Industry	
4	Application to other market	

Q.14 Which of these refers to process of integration of world economy into one huge market?

Marks: 2

Question ID:
6289245

No	Options Details	Select Option
1	Globalization	
2	Privatization	
3	Stratification	
4	Liberalization	

Q.15 _____ is defined as a combination of skills & techniques rather than individual skill or separate technique.

Marks: 2

Question ID:
6289246

No	Options Details	Select Option
1	Competency	
2	Driving Force	
3	Core Identity Force	
4	Concurrent Filter	

Q.16 Which is achieved advantage over rivals when a company's profitability is greater than average profitability of firms in its industry?

Marks: 2

Question ID:
6289247

No	Options Details	Select Option
1	Competitive Advantage	
2	Market Position	
3	Strategic Choice	
4	Value Creation	

Q.17 _____ is a business analysis which identifies competitors, either direct or indirect

Marks: 2

Question ID:

6289248

No	Options Details	Select Option
1	Competitive Landscape	
2	Strategic Analysis	
3	Core Competence	
4	Competitive Strategy	

Q.18 _____ comes from a firm's ability to perform activities more effectively than its
rivals

Marks: 2

Question ID:

6289249

No	Options Details	Select Option
1	Competitive Landscape	
2	Competitive Advantage	
3	Core Competence	
4	Strategic Choice	

Q.19 The concept of the core competency was developed by _____.

Marks: 2

Question ID:
6289250

No	Options Details	Select Option
1	H.N. Prashad & F.W. Taylor	
2	R.K. Narayan & Arthur D. Little	
3	C.K. Prahalad & Gary Hamel	
4	Ansoff & William F. Gluek	

Q.20 Which of these refers to a growth strategy where new products is marketed in new markets?

Marks: 2

Question ID:
6289251

No	Options Details	Select Option
1	Market penetration	
2	Market Development	
3	Product Development	
4	Diversification	

Q.21 Which of these will NOT be considered as primary activity?

Marks: 2

Question ID:
6289252

No	Options Details	Select Option
1	Inbound Logistic	
2	Marketing and sales	
3	Procurement	
4	Service and Operation	

Q.22 Which is more specific & translates goals to both short-term & long-term goals?

Marks: 2

Question ID:
6289253

No	Options Details	Select Option
1	Vision	
2	Mission	
3	Objectives	
4	Business model	

Q.23 Which is not the major dimension of strategic decision making?

Marks: 2

Question ID:
6289254

No	Options Details	Select Option
1	Top management involvement	
2	Commitment of organizational resources	
3	Future Oriented	
4	Impact on short term prosperity of firm	

Q.24 _____ Depicts the organization's aspirations and provides a glimpse of what the organization would like to become in the future?

Marks: 2

Question ID:
6289255

No	Options Details	Select Option
1	Vision	
2	Mission	
3	Strategic Management	
4	Goals	

Q.25 Why an organization need mission statement ?

Marks: 2

Question ID:
6289256

No	Options Details	Select Option
1	To have its own special identity	
2	To Reduce Rivalry in industry	
3	To guide resources in proper way	
4	To change Ethical environment	

Q.26 Which of these point out a particular direction, charts a strategic path to followed in future ?

Marks: 2

Question ID:
6289257

No	Options Details	Select Option
1	Vision	
2	Mission	
3	Goals	
4	Objectives	

Q.27 _____ Refers to purposes of what the organization strives for?

Marks: 2

Question ID:
6289258

No	Options Details	Select Option
1	Strategic management	
2	Strategic intent	
3	Vision	
4	Goals and Objectives	

Q.28 Which type of merger has no linkages with respect to customer groups, customer functions technologies being used?

Marks: 2

Question ID:
6289259

No	Options Details	Select Option
1	Vertical	
2	Horizontal	
3	Co-generic	
4	Conglomerate	

Q.29 Which is the first stage of turnaround strategy?

Marks: 2

Question ID:
6289260

No	Options Details	Select Option
1	Assessment of current problems	
2	Implementation of emergency action plan	
3	Restructuring the business	
4	Returning to norma	

Q.30 Which is the reason for adoption of divestment strategy?

Marks: 2

Question ID:
6289261

No	Options Details	Select Option
1	Business acquired proves to be mismatch	
2	Persistent negative cashflows	
3	Severity of competition	
4	Loss of competitive advantage	

Q.31 When a cement manufacturer diversifies in the manufacture of steel and rubber products.

Marks: 2

Question ID:
6289262

No	Options Details	Select Option
1	Vertical Integrated	
2	Horizontally integrated	
3	Concentric	
4	Conglomerate	

Q.32 When a large supermarket chain considers to purchase a number of farms that would provide it a significant amount of fresh produce.

Marks: 2

Question ID:
6289263

No	Options Details	Select Option
1	Forward Integration	
2	Backward Integration	
3	Concentric	
4	Conglomerate	

Q.33 In which type of diversification the new business is linked to existing businesses through process, technology or marketing ?

Marks: 2

Question ID:
6289264

No	Options Details	Select Option
1	Vertical Integrated	
2	Horizontally integrated	
3	Concentric	
4	Conglomerate	

Q.34 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?

Marks: 2

Question ID:
6289265

No	Options Details	Select Option
1	Diversification	
2	Acquisition	
3	Strategic Alliance	
4	Merger	

Q.35 Which is NOT the generic strategy of Michael Porter?

Marks: 2

Question ID:
6289266

No	Options Details	Select Option
1	Cost Leadership	
2	Growth Share Matrix	
3	Differentiation	
4	Focused strategy	

Q.36 Even when an industry leader exists, leader's ability to exert pricing discipline diminishes with _____.

Marks: 2

Question ID:
6289267

No	Options Details	Select Option
1	Exit barriers	
2	Fixed Cost	
3	Slow Growth	
4	Number of competitors	

Q.37 Who can discourage prize wars by disciplining initiators of such activity?

Marks: 2

Question ID:
6289268

No	Options Details	Select Option
1	Functional level Managers	
2	Industry Leader	
3	Workman	
4	Strategists	

Q.38 The more intensive the _____, the less attractive is the industry.

Marks: 2

Question ID:
6289269

No	Options Details	Select Option
1	Rivalry	
2	Controls	
3	Strategy	
4	Management	

Q.39 Which of these requires combination among many people?

Marks: 2

Question ID:
6289270

No	Options Details	Select Option
1	Strategy Formulation	
2	Strategy Implementation	
3	Strategy Planning	
4	Strategic Intent	

Q.40 _____ helps in improving performance by learning from the best practices & the processes by which they are achieved.

Marks: 2

Question ID:
6289271

No	Options Details	Select Option
1	BPR	
2	Strategic Change	
3	Benchmarking	
4	Strategic Leadership	

Q.41 Which of these is NOT the type of strategic control?

Marks: 2

Question ID:
6289272

No	Options Details	Select Option
1	Premise Control	
2	Strategic Surveillance	
3	Special Alert Contro	
4	Processing Control	

Q.42 Characteristics of an organization's environment include all of the following EXCEPT:

Marks: 2

Question ID:
6289273

No	Options Details	Select Option
1	Volatility	
2	Simplicity	
3	Uncertainty	
4	Ambiguity	

Q.43 Which of the following elements constitutes organizational analysis?

Marks: 2

Question ID:
6289274

No	Options Details	Select Option
1	Regulations	
2	Political	
3	Economic	
4	Socio-cultural	

Q.44 The process of designing long term plans of a firm with a view to gaining a well-organized and integrated business process is called:

Marks: 2

Question ID:
6289275

No	Options Details	Select Option
1	Project Evaluation	
2	Strategy Formulation	
3	Feasibility Analysis	
4	Strategic Planning	

Q.45

The success of an organization depends not only upon strategy formulation but also on effective ----- of strategy

Marks: 2**Question ID:**
6289276

No	Options Details	Select Option
1	Planning	
2	Control	
3	Implementation	
4	Monitoring	

Q.46

The first step in the process of strategy implementation is

Marks: 2**Question ID:**
6289277

No	Options Details	Select Option
1	Allocation of resources	
2	Participation of stakeholders	
3	Aligning initiatives with strategy	
4	Communicating the strategy	

Q.47 The characteristics of Strategic Evaluation include all of the following EXCEPT:

Marks: 2

Question ID:
6289278

No	Options Details	Select Option
1	It is pro-active	
2	Focused on future	
3	It is exercised by middle management people	
4	Continuous process	

Q.48 The concept of Corporate Governance was introduced in India by:

Marks: 2

Question ID:
6289279

No	Options Details	Select Option
1	Confederation of Indian Industry	
2	Indian Chamber of Commerce	
3	Federation of Indian Chambers of Commerce and Industry	
4	Associated Chamber of Commerce	

Q.49 Types of International Strategy include all of the following EXCEPT:

Marks: 2

Question ID:
6289280

No	Options Details	Select Option
1	Global strategy	
2	International strategy	
3	National strategy	
4	Multi-domestic strategy	

Q.50 Which is NOT a characteristic of knowledge management strategy?

Marks: 2

Question ID:
6289281

No	Options Details	Select Option
1	It has a definite business objective	
2	It works at improving systems and processes	
3	It deals with maximizing return on investment	
4	It does not need financial resources	