

Exam Name : Strategic Management

Total Questions : 50

Q.1 Competitor array is a useful technique to conduct _____.

Marks: 2

Question ID:
5216824

No	Options Details	Select Option
1	external environmental analysis	
2	rigorous competitive analysis	
3	Both a and b	
4	None of these	

Q.2 Which one of the following refers to the employees' skills that are necessary to achieve the goals of an organisation?

Marks: 2

Question ID:
5216825

No	Options Details	Select Option
1	Organisational resources	
2	Organisational capabilities	
3	Organisational competencies	
4	None of these	

Q.3 Patents, copyrights, goodwill, reputation, intellectual property rights and Intellectual capital fall under the category of _____.

Marks: 2

Question ID:
5216826

No	Options Details	Select Option
1	intangible resources	
2	tangible resources	
3	Both a and b	
4	None of these	

Q.4 The strategic capabilities can be divided into _____ categories.

Marks: 2

Question ID:
5216827

No	Options Details	Select Option
1	five	
2	two	
3	three	
4	four	

Q.5 Which one of the following types of strategic organisational capabilities refers to the ability of an organisation to use its knowledge, skills and resources to attain an edge over competition?

Marks: 2

Question ID:
5216828

No	Options Details	Select Option
1	Operations capability	
2	Information management capability	
3	Marketing capability	
4	Financial capability	

Q.6 Which one of the following is the criteria of core competency which are suggested by Prahalad and Hamel?

Marks: 2

Question ID:
5216829

No	Options Details	Select Option
1	Offer benefits to consumers	
2	Make the core competency tough to copy	
3	Make a substantial contribution to various markets	
4	All of these	

Q.7 Which one of the following analyses determines the strengths, weaknesses, opportunities and threats related to the organisation?

Marks: 2

Question ID:
5216830

No	Options Details	Select Option
1	Corporate analysis	
2	SWOT analysis	
3	Environmental analysis	
4	None of these	

Q.8 Which one of the following is a type of objective factor that is used by the organisation for considering decision factors while evaluating the alternatives?

Marks: 2

Question ID:
5216831

No	Options Details	Select Option
1	Environmental factors	
2	Organisational factors	
3	Both a and b	
4	None of these	

Q.9 Which one of the following elements of gap analysis depicts the difference in the pricing and promotion strategy of two firms?

Marks: 2

Question ID:
5216832

No	Options Details	Select Option
1	Competitive gap	
2	Product gap	
3	Usage gap	
4	None of these	

Q.10 Which one of the following is the reason to fail a strategy or business strategy?

Marks: 2

Question ID:
5216833

No	Options Details	Select Option
1	Not understanding the environment or focussing on results	
2	Partial commitment	
3	Not having the right people involved	
4	All of these	

Q.11 The main emphasis of this approach remains on executing requisite changes for strategy execution. It is known as _____.

Marks: 2

Question ID:
5216834

No	Options Details	Select Option
1	Crescive approach	
2	Organisational change approach	
3	Collaborative approach	
4	Cultural approach	

Q.12 Which one of the following is not a level of strategy?

Marks: 2

Question ID:
5216835

No	Options Details	Select Option
1	Corporate level	
2	Functional level	
3	Business level	
4	None of these	

Q.13 The corporate strategy works at the company's performance with regard to _____.

Marks: 2

Question ID:
5216836

No	Options Details	Select Option
1	its growth and profit performance	
2	improving its competitive position in the markets	
3	Both a and b	
4	None of these	

Q.14 In which one of the following ways are the corporate-level strategies effective?

Marks: 2

Question ID:
5216837

No	Options Details	Select Option
1	Assigning Company Resources	
2	Working at Performance and Expectations	
3	Improving Growth, Profits and Shareholder's Value	
4	All of these	

Q.15 Which of the following strategies are adopted when there is a recession in the market, there is a scarcity of resources or if the competition is strong in the market?

Marks: 2

Question ID:
5216838

No	Options Details	Select Option
1	Retrenchment Strategies	
2	Stability Strategies	
3	Expansion Strategies	
4	Combination Strategies	

Q.16 The organisation adopts the expansion strategy when it wants to achieve a level of growth which is higher in comparison to its achievements of the past. But, which one of these involves marketing products in countries which offer a low-cost structure for delivery of the products?

Marks: 2

Question ID:
5216839

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

Q.17 Under which one of the following types of planning or strategy do two or more organisations come together for a common goal to increase their individual profits?

Marks: 2

Question ID:
5216840

No	Options Details	Select Option
1	Competitive strategy	
2	Cooperative strategy	
3	Both a and b	
4	None of these	

Q.18 For which one of the following has the data to be completely fact-based so that there is no room for pre-conceived notions and is used by the organisations as a framework to evaluate their competitive position?

Marks: 2

Question ID:
5216841

No	Options Details	Select Option
1	SWOT analysis	
2	TOWS matrix	
3	Both a and b	
4	None of these	

Q.19 Which one of the following factors can help the organisation determine the competitive intensity? **Marks: 2**

Question ID:
5216842

No	Options Details	Select Option
1	Number of competitors, Industry growth and Storage costs	
2	Lack of differentiation and Capacity in large increments	
3	Diverse competitive strategies, High stakes and High exit barriers	
4	All of these	

Q.20 Which one of the following is a type of tactics in business strategies which refer to the target market while applying the strategy and answering the question 'where to compete?'? **Marks: 2**

Question ID:
5216843

No	Options Details	Select Option
1	Timing tactics	
2	Market location tactics	
3	Both a and b	
4	None of these	

Q.21 Which one of the following types of market location tactics are used by the organisations that target small and unique market segments?

Marks: 2

Question ID:
5216844

No	Options Details	Select Option
1	Market niches	
2	Market followers	
3	Market challengers	
4	Market leaders	

Q.22 Marketing plans and policies are very important for implementing the business plans and strategies of an organisation. Which one of these are used to articulate marketing plans and policies of the organisation?

Marks: 2

Question ID:
5216845

No	Options Details	Select Option
1	Product and price	
2	Place and promotion	
3	Both a and b	
4	None of these	

Q.23 Just-In-Time (JIT) manufacturing is a _____ concept of productivity and efficiency, which focusses on the reduction of cost and minimisation of inventory.

Marks: 2

Question ID:
5216846

No	Options Details	Select Option
1	Japanese	
2	Chinese	
3	European	
4	American	

Q.24 Under which one of the following project management phases do project managers keep track of project progress by using the Key Performance Indicators (KPIs)?

Marks: 2

Question ID:
5216847

No	Options Details	Select Option
1	Project initiation	
2	Project planning	
3	Project execution	
4	Project monitoring	

Q.25 Which one of these Acts deals with malpractices that make an adverse effect on competition in India?

Marks: 2

Question ID:
5216848

No	Options Details	Select Option
1	Companies Act, 1956	
2	Copyrights Act, 1957	
3	Competition Act, 2002	
4	Consumer Protection Act, 1986	

Q.26 There are three approaches to resource allocation through budgeting. Which one of these statements is correct about Bottom-up approach?

Marks: 2

Question ID:
5216849

No	Options Details	Select Option
1	This approach is generally adopted in the entrepreneurial mode of strategy implementation.	
2	Organisations adopt this approach for the participative mode of strategy implementation.	
3	This approach involves multi-level decision making and approval of all stakeholders.	
4	In this approach, resource requirement comes from the bottom level and budget is prepared by the top management.	

Q.27 Which one of the following is a type of organisational structure?

Marks: 2

Question ID:
5216850

No	Options Details	Select Option
1	Formal structure	
2	Informal structure	
3	Both a and b	
4	None of these	

Q.28 Which one of the following is one of the simplest and oldest methods of administration and the authority and command flow from top to bottom?

Marks: 2

Question ID:
5216851

No	Options Details	Select Option
1	Line structure	
2	Line and staff structure	
3	Divisional structure	
4	Strategic Business Unit (SBU) structure	

Q.29 Which one of the following strategies is implemented by the organisation for expanding its operations, which involves adding an entirely new product or product line?

Marks: 2

Question ID:
5216852

No	Options Details	Select Option
1	Integration strategies	
2	Diversification strategies	
3	Cooperative strategies	
4	International strategies	

Q.30 Which one of the following individual-related factors is responsible for the behavioural implementation of strategies?

Marks: 2

Question ID:
5216853

No	Options Details	Select Option
1	Role of leadership	
2	Organisational culture, values and politics	
3	Both a and b	
4	None of these	

Q.31 Directors, Presidents and Senior executives come under which types of strategic leaders in an organisation?

Marks: 2

Question ID:
5216854

No	Options Details	Select Option
1	Business-level leaders	
2	Functional-level leaders	
3	Operational-level leaders	
4	Corporate-level leaders	

Q.32 Which one of the following is a strategic tool of internal analysis, which is used to measure the capabilities of an organisation and the potential of resources to gain a competitive advantage?

Marks: 2

Question ID:
5216855

No	Options Details	Select Option
1	Value Chain Analysis	
2	VRIO Framework	
3	Quantitative Analysis	
4	Qualitative Analysis	

Q.33

Which one of the following techniques of comprehensive analysis is the application of technology into business and helps improve the decision-making process within an organisation?

Marks: 2

Question ID:
5216856

No	Options Details	Select Option
1	Parta system	
2	Management by objectives (MBO)	
3	Business intelligence system	
4	Network technique	

Q.34

Which one of the following perspectives of a balanced scorecard includes a company's capabilities for continuous improvement and growth?

Marks: 2

Question ID:
5216857

No	Options Details	Select Option
1	Innovation and learning	
2	Internal business process	
3	Customer perspective	
4	Financial perspective	

Q.35 When the actual performance is equal to the planned performance, it is called a/an _____. However, this situation rarely exists in reality.

Marks: 2

Question ID:
5216858

No	Options Details	Select Option
1	positive variance situation	
2	alarming situation	
3	welcome situation	
4	ideal situation	

Q.36 Which one of the following types of strategic control checks the output to identify the variance between pre-set targets or benchmarks and the actual performance and takes remedial or corrective actions, if required?

Marks: 2

Question ID:
5216859

No	Options Details	Select Option
1	Premise control	
2	Implementation control	
3	Strategic surveillance	
4	Special alert control	

Q.37

To overcome the issues in the implementation of corporate governance, many theories are developed from time to time. Which one of the following theories concentrates on the allocation of wealth and power in the society and also favors the viewpoint that the organization should undertake the auditing process, and take actions to promote equity, social progress and equal employment opportunities?

Marks: 2

Question ID: 5216860

No	Options Details	Select Option
1	Agency theory	
2	Stewardship theory	
3	Stakeholder theory	
4	Sociological theory	

Q.38

Which one of the following issued various guidelines for good corporate governance?

Marks: 2

Question ID: 5216861

No	Options Details	Select Option
1	The International Corporate Governance Network (ICGN)	
2	Asia-Pacific Economic Co-operation (APEC)	
3	Both a and b	
4	None of these	

Q.39

A body of elected members or directors in an organization is called Board of Directors (BOD), which is responsible for checking management operations and taking long-term decisions in an organization. Which one of the following Acts describes the Board of Directors (BOD)?

Marks: 2

Question ID: 5216862

No	Options Details	Select Option
1	Section 2(13)of the Companies Act, 2013	
2	Corporations Act, 2001, Section 201 (k)	
3	Section 217 of the Insolvency Act, 1986	
4	Section 19 of the Theft Act, 1968	

Q.40

The directors of an organization possess some set of roles or responsibilities but with varying degrees. Which one of the following types of directors performs roles and responsibilities of both a chairperson and CEO and is selected by other independent directors of the board?

Marks: 2

Question ID: 5216863

No	Options Details	Select Option
1	Chairperson	
2	Managing director	
3	Lead director	
4	Executive director	

Q.41

The directors of an organization can be held responsible or liable under certain situations. Which one of the following liabilities refers to a situation or condition when the director is liable to the organization due to misconduct, breaking trust, carelessness and illegal actions?

Marks: 2

Question ID:
5216864

No	Options Details	Select Option
1	Personal liability	
2	Liability towards the organisation	
3	Liability towards legal duties	
4	Liability towards co-directors	

Q.42

Which one of the following is a type of strategy that the internationally operating organisations normally follow?

Marks: 2

Question ID:
5216865

No	Options Details	Select Option
1	Global Strategy and International Strategy	
2	Transnational Strategy and Multi-domestic Strategy	
3	Both a and b	
4	None of these	

Q.43

Which one of the following is a category of innovations within an organisation, which defines new methods of production, selling and distribution of existing services and products?

Marks: 2

Question ID: 5216866

No	Options Details	Select Option
1	Technical innovations	
2	Process innovations	
3	Administrative innovations	
4	None of these	

Q.44

For any organisation, knowledge is an important _____.

Marks: 2

Question ID: 5216868

No	Options Details	Select Option
1	liability	
2	asset	
3	Both a and b	
4	None of these	

Q.45 Which one of the following statements is not correct?

Marks: 2

Question ID:

5216869

No	Options Details	Select Option
1	The CSR activities do not help an organisation improve its relationship with the stakeholders.	
2	The well-planned CSR activities of an organisation draw the attention of investors.	
3	The CSR activities enhance the financial performance of an organisation.	
4	The CSR activities help improve the credibility of an organisation.	

Q.46 Strategic intent is an organisational framework that adopts a specific direction to achieve organisational goals.

Marks: 2

Question ID:

5216870

No	Options Details	Select Option
1	TRUE	
2	FALSE	

Q.47

Objectives are set at the upper levels in a hierarchy to achieve vision, mission and goals.

Marks: 2**Question ID:**

5216871

No	Options Details	Select Option
1	TRUE	
2	FALSE	

Q.48

The consistent increase in competition as well as the complexity of organisations has increased the importance of decision making at the top management level.

Marks: 2**Question ID:**

5216872

No	Options Details	Select Option
1	TRUE	
2	FALSE	

Q.49 The first stage of strategic management involves the formation of strategy.

Marks: 2

Question ID:
5216873

No	Options Details	Select Option
1	TRUE	
2	FALSE	

Q.50 Implementation of any strategy is associated with the financial aspect in terms of cost and investment.

Marks: 2

Question ID:
5239399

No	Options Details	Select Option
1	TRUE	
2	FALSE	