

SEMESTER 3 STRATEGIC MANAGEMENT

Sr. No.	Questions	Choice 1	Choice 2	Choice 3	Choice 4
1	While defining strategic management the most important thing to remember is that is _____.	Not as easy as you think	Mainly the province of senior managers	A living evolving process	More conceptual than practical
2	Strategy is _____.	Work	Policy	Attitude	Planning
3	_____ is an issue considered in developing corporate strategies.	What business(es) are we in?	What direction are we going?	What resources do we have to implement our strategies?	What businesses are we in and what to do with those businesses?
4	_____ are the ultimate objective of a strategy.	provides structure	integrated approach	set of actions	Division of work
5	Competitive advantage can best be described as _____.	Increased efficiency	what sets an organization apart.	a strength of the organization.	Intangible resources
6	_____ type of strategy making approach is based on the ideas of new product.	Developmental approach	Rational approach	Autocratic Approach	Irrational Thinking
7	_____ international strategy has a dispersed configuration and low levels of coordination of international activities.	Transnational	Global	Multidomestic	Export
8	_____ of Rutgers University has suggested that " firms need to maximise location, internationalisation, and ownership advantages on a global scale in order to compete successfully, and the globalisation process and the free movement of labour and capital has helped to make this become more achievable.	John H. Dunning	Michael Porter	Richard P. Rumelt	Robert S. Kaplan
9	_____ is the third stage in Framework of Strategic Management	Analysis	Selection of Strategies	Procedure	Implementation
10	In VUCA 'C' stand for _____.	Collateral	Confusion	Complexity	Competition
11	Using an _____ means focusing on exporting products and services to foreign markets, or conversely, importing goods and resources from other countries for domestic use.	Global Company Strategy	Multidomestic Company Strategy	Transnational Company Strategy	International Company Strategy
12	_____ is an international integration which involves exchange of products, services, ideas, business practices and culture.	Strategic Management	Analysis	Globalisation	Implementation
13	_____ have been introduced, which has facilitated production activities	Competition	Improved Technology	Globalisation	Planning
14	In SWOT analysis external factors include _____.	Macroeconomics	Technological Change	Legislation	Microeconomics
15	_____ are the six elements of PESTLE	Peace, Elements, Search, Tape, Legal, and Environment	Power, Environment, Science, Teaching, Legal, and Education	Paper, Element, Savings, Trust, Labels, and Entry	Political, Economic, Social, Technological, Legal, and Environmental
16	PESTEL analysis is _____.	A broad framework to help managers understand the environment in which their business operates.	A checklist to ask how political, economic, strategic or technological developments can influence an industry and a company.	A checklist for forecasting political, economic, strategic or technological factors.	A framework for strategic analysis of internal and external environment.
17	_____ is PESTEL Analysis called "Environmental Scanning.	Because it looks at climate change	Because it scans the environment for potential positive and negative factors	Because it is done on a computer	Because it compares organisations against each other
18	Used to _____ a framework for the analysis of macroenvironmental factors.	PESTEL Analysis	SWOT Analysis	Case Analysis	BCG Matrix
19	_____ of the following is considered as a Social Factor.	Career attitudes	R&D activity	Environmental regulations	Social Norms
20	_____ factors include demographic and cultural aspects of the external macroenvironment and affect customer needs and the size of potential markets.	Economic Factors	Political Factors	Social Factors	Technological Factor
21	_____ of the Boston Consulting Group Model (BCG Model) categories are being described here: a business unit that has low growth potential and a small market share.	Dog	Question Mark	Star	Cash Cow
22	_____ is the best strategy for a strong cash cow.	Hold	Harvest	Divest	Throw
23	The plan devised to maintain and build competitive advantage over the competition is called as _____.	Strategy	Skills	Systems	Style
24	The employees and their general capabilities comes under _____.	Structure	Strategy	Style	Staff
25	The McKinsey 7-S Framework highlights the _____ of the seven hard and soft elements.	Intermittence	Interconnectedness	Independence	Interchangeability