

SAMPLE MCQ's for STRATEGIC MANAGEMENT – ATK

Course: MMS

Semester: III

Subject-Strategic Management

50 MCQ's for sample

Q 1: Strategy is developed by the visionary chief executive in _____ mode of strategic management

Option a: planning mode

Option b: adaptive mode

Option c: strategic mode

Option d: entrepreneurial mode

Q2. stability strategy is a _____ strategy

Option a: corporate level

Option b business level

Option c: functional level

Option d: strategic level

Q3. What are the means by which long term objectives will be achieved?

Option a: Strategies

Option b Policies

Option c: Strength

Option d: Opportunities

Q4. Marketing strategy is a _____ type of strategy

Option a: business level

Option b Growth strategy

Option c: corporate strategy

Option d: functional strategy

Q5. .When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit

Option a: Economic

Option b Competitive

Option c: Political

Option d: Multinational

Q6. A possible and desirable future state of an organization is called

Option a: Mission

Option b Vision

Option c: Strategy implementation

Option d: Strategy formulation

Q7. Selling all of a companys assets in parts for their tangible worth is called:

Option a: Divestiture

Option b Concentric Diversification

Option c: Liquidation

Option d: Unrelated integration

Q8. What are the guides to decision making?

Option a: Rules

Option b Procedures

Option c: Goals

Option d: Policies

Q9. In strategic thinking, how long is the long term, approximately?

Option a: 1 month to 1 year

Option b 2 to 3 years

Option c: 3 to 5 years

Option d: More than 5 years

Q10. Buying another company by one company means:

Option a: Joint venture

Option b Acquisition

Option c: Amalgamation

Option d: Merger

Q11. Low cost, Differentiation and Focus are examples of

Option a: Corporate strategies

Option b Operational strategies

Option c: Business strategies

Option d Functional strategies

Q12. Which environment can create new market and new business segments?

Option a: Political environment

Option b Economic environment

Option c: Socio cultural environment

Option d Technological environment

Q13. The word tactics is most likely to be associated with

Option a: Business strategy

Option b Corporate strategy

Option c: Operational strategy

Option d short term strategy

Q14. Buyers market exist when:

Option a: few suppliers in the market

Option b buyers purchases in small volume

Option c: buyers purchases in large volume

Option d product of suppliers are unique and differentiated

Q15.The Reasons for diversification is:

Option a To reduce competition

Option b to increase organizational capabilities

Option c: to get tax advantage

Option d To get quick entry into a business

Q16. Strategic Management handles:

Option a external issues

Option b management issues

Option c internal issues

Option d administrative issues

Q17. What is the starting point of strategic intent?

Option a Objectives

Option b Goals

Option c Mission

Option d Vision

Q18. Corporate level strategy deals with:

Option a objectives of specific functions

Option b objective of Single strategic Business Unit

Option c objectives of the corporate

Option d objectives of specific operations

Q19. Which of the following can be identified as a best statement that represents a firm's big picture statements, describing a desired end state, general in scope and not restrictive?

Option a Corporate philosophy statement

Option b Company creed

Option c Vision statement

Option d Mission statement

Q20. One of the top level manager of a large manufacturing plant uses to spend her day trying to ensure that the material waste is not more than 10% , she spends her day performing the management process of:

Option a Planning

Option b Organizing

Option c Leading

Option d Controlling

Q21. BCG in BCG matrix stands for

Option a: Boston Calmette Group

Option b: British Consulting Group

Option c: Boston Corporate Group

Option d: Boston Consulting Group

Q22. Which of the following is not part of the micro environment?

Option a: Technology

Option b Shareholders

Option c: Competitors

Option d: Public

Q23.. Which of the following is not a part the Macro Environment?

Option a: Laws & Policies

Option b Demographics

Option c: Suppliers

Option d: Social Values

Q24.Cultural values would be part of which of the following factor in macro Environment?

Option a: Demographic

Option b Social

Option c: Ecological

Option d: Natural

Q25. What does Dog symbolize in BCG matrix?

Option a: Introduction

Option b Growth

Option c: Maturity

Option d Decline

Q26. What does Stars symbolize in BCG matrix?

Option a: Introduction

Option b Growth

Option c: Maturity

Option d Decline

Q27.What does Green symbolize in GE matrix?

Option a: Invest & Expand

Option b: Select & Earn

Option c: Harvest & Divest

Option d: Hold on

Q28.The GE 9 cell model is based on

Option a: Industry attractiveness & Business Strength

Business Strength

Option b: Industry Growth rate & Business Strength

Business strength

Option c: Industry Attractiveness & Relative Market Share

Relative market share

Option d: Industry Growth & Relative Market Share

Q29. The BCG Matrix is based on

market share

Option a: Industry attractiveness & Business Strength

Business Strength

Option b: Industry Growth rate & Business Strength

Business strength

Option c: Industry Attractiveness & Relative Market Share

Relative market share

Option d: Industry Growth rate & Relative Market Share

Q30. In BCG matrix, what is the label of the horizontal axis?

Option a: Relative Market share

Option b: Business Strength

Option c Industry Growth Rate

Option d: Market Growth Rate

Q31. In BCG Matrix, what is the label of the Vertical axis?

Relative market share

Option a: Relative Market share

Option b: Business Strength

Option c: Industry Growth Rate

Option d: Market Growth Rate

Q32. To find out what an organization's strategy is, you should:

Option a: Read the mission statement

Option b: Look at what the Organization really does

Option c: Read the strategic plan

Option d: Ask the CEO

Q33. In company's environment, company's customers are part of which of the following.

Option a: Internal environment

Option b: Micro environment

Option c: Macro environment

Option d: external environment

Q34. A strategic manager that seeks to reach acceptable profit targets as opposed to making as much profit as possible is making decisions of which type?

Option a: Satisfactory

Option b: Satisfying

Option c: Irrational

Option d: Optimal

Q35. The _____ answers the question "What do we want to become?" whereas _____ answers the question "What is our business?"

Option a: Vision statement; mission statement

Option b: Short-term objectives; long-term objectives

Option c: Objectives; strategies

Option d: Mission; vision

Q36. _____ is adding new, unrelated products or services for customers.

Option a: Concentric diversification

Option b: Horizontal diversification

Option c: Conglomerate diversification

Option d: Product development

Q37. The competencies or skills that a firm employs to transform inputs into outputs are:

Option a: Tangible resources

Option b: Intangible resources

Option c: Organizational capabilities

Option d: Reputational resources

Q38. Members of an organization's board of directors should, while working to prioritize and fulfill their responsibilities

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Option a: Direct all actions of the CEO.

Option b: Emphasize the importance of short-term goals

Option c: Represent their own interests

Option d: Represent the interests of the shareholders

Q39. The value chain is subdivided into two main headings. These are primary activities and

Option a: Peripheral activities

Option b: Support activities

Option c: Secondary activities

Option d: Outsourced activities

Q40. Economies of scale are derived from:

Option a: Achieving cheaper unit costs through making larger quantities

Option b: Using cheaper raw materials

Option c: Increasing the breadth of the portfolio

Option d: Increasing the number of markets served