

M.COM PART-I (SEM I)/PAPER CODE-71801/STRATEGIC MANAGEMENT

QUESTION BANK

1. Strategy is a board _____ plan designed to achieve the overall objectives of the firm.
a) Short-term b) long-term c) permanent d) temporary
2. The word strategy comes from the Greek word _____ .
a) stratēgia b) quaesitio c) strategos d) procuratio
3. An organization's mission includes a statement on organizational _____ & purpose.
a) philosophy b) literature c) objective d) goal
4. A mission statement may become out-dated after some _____.
a) One day b) month c) 6 months d) years
5. The corporate strategy typically fits within the three main categories that includes _____.
a) stability strategy b) business strategy c) Retreat strategy d) marketing
6. SBU stands for _____.
a) Small Business Unit b) Strategy Based Function
c) Strategic Business Unit d) Strategic Based Unit
7. The _____ department aims at improving quality, increasing quantity and reducing cost.
a) finance b) operational c) production d) H.R.
8. _____ refers to all those forces or factors that influence various decisions of the firm.
a) Mission b) Environment c) Objectives d) Plans
9. A widely used method of environmental analysis is the _____ technique.
a) Spying b) Forecasting c) QUEST d) Scenario
10. The SWOT analysis refers to analysis of the _____, _____, _____ & _____.
a) Strength, Weaknesses, Opportunities & Threats
b) Strategic, Weaknesses, Operations & Threats
c) Strengths, Constraints, Opportunities & Threats
d) Strategic, Advantage & Profile
11. The concept of SBU was developed by _____ of USA.
a) Hindustan Unilever Ltd. b) General Electric Company
c) L.G d) Proctor and Gamble
12. The success of any organisation depends upon the committed & dedicated _____.
a) Objectives b) workforce c) Planning d) hard work
13. The _____ management plays a prominent role in strategy formulation.
a) middle b) bottom c) top d) low
14. The _____ matrix is an important tool of strategy formulation.
a) IFE b) CPM c) EFE d) both a & b
15. _____ strategy is a strategy to convert a loss-making unit into a profitable one.
a) Diversification b) Joint Venture c) Takeover d) Turnaround
16. _____ is the extreme case of divestment strategy.
a) Turnaround b) Liquidation c) Merger d) Acquisition
17. The question marks are also called as _____.
a) Wildcats b) dogs c) star d) Cash cows
18. The _____ are market leaders.
a) Cash cows b) Question Marks c) Wildcats d) Star

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19. The green zone indicates _____ .
a) Wait & watch b) stop c) go ahead d) reverse
20. ETOP stands for _____ .
a) Environmental Threat And Opportunity Profile
b) Economic Term Of Progress
c) Environment Technology Optimum Provisions
d) Expansion Threats Of Productivity
21. _____ may create problems for successful implementation of a strategy.
a) Companions b) Competitors c) Government d) Law
22. _____ refers to doing things right.
a) effectiveness b) evaluation c) efficiency d) none
23. _____ refers to doing the right thing.
a) evaluation b) effectiveness c) efficiency d) none
24. _____ aids in managerial planning & control.
a) Strategic & control b) Strategic Implementation
c) ETOP d) Budgetary Control
25. Corporate Restructuring refers to _____ a business firm.
a) reorganizing b) downsizing c) restructuring d) generating
26. A _____ refers to combination of two or more companies into one company. .
a) Joint venture b) takeovers c) turnaround d) mergers
27. A _____ involves the sale of a division or a plant or a unit of one firm to another.
a) De-merger b) takeovers c) divestiture d) portfolio
28. _____ strategy is often referred to as corporate turnaround strategy.
a) Corporate Restructuring b) Corporate Renewal
c) Marketing d) Merging
29. A _____ is an agreement between two or more parties or firms to work together to achieve certain objectives.
a) Strategic alliances b) Merger c) Joint Venture d) Partnership
30. According to _____, very few Indian businessmen have the capability to competing on their own in the emerging environment of globalization.
a) Steve Jobs b) Azim Premji c) Ratan Tata d) Uday Kotak
31. A public-private partnership (PPP) is a _____ business venture.
a) Government b) public c) private d) both b & c
32. Business strategies are formulated on _____ trends.
a) Global b) technology c) social d) fashion
33. Under _____, the public sector party allows the private party to use the existing assets of the project.
a) Lease contract b) rent agreement c) Sublet d) tenure contract
34. TDBS refers to _____ .
a) Trends Database Business Speed
b) Technology Driven Business Strategies
c) Technical Database Business System
d) Technology Driven Business Support

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35. A concession contract is generally valid for _____ .
a) 35 to 40 days b) 20 to 25 years c) 6 months d) 25 to 30 years
36. The Lease contract is generally for a period of _____ .
a) 10 years b) 6-9 months c) 3 years d) 20-23 years
37. _____ disaster may lead to caste and communal disturbance.
a) Natural b) Man-made c) Technological d) Social
38. _____ is undertaken by manufacturing firms.
a) KPO b) LPO c) BPO d) both a & b
39. Disaster management teams can help to _____ disaster before it occurs.
a) Eliminate b) head off c) invalidate d) avert
40. BPR is undertaken to improve _____ by reducing the fragmentation of work.
a) Quality b) quantity c) cost d) process
41. The consequences of disasters are _____ .
a) Physical injury b) death c) outbreak of disease d) All of these
42. Fire halls are destroyed by _____ .
a) Volcano b) heavy rain c) tornados d) hurricane
43. PTSD stands for _____ .
a) Planned Traumatic Standard Disaster b) Post Traumatic Stress Disorder
c) Pre Traumatic Stress Disorder d) Post Traumatic Standard Disaster
44. _____ is one of the stress related physiological symptoms.
a) Burnout b) Headaches c) Aggression d) Depression
45. Disasters can lead to _____ economic effects on humans.
a) Adverse b) positive c) negative d) friendly
46. The Government of _____ has introduced the Disaster Management Act 2005.
a) U.S.A b) Japan c) India d) Germany
47. The Govt. of India announced the National Manufacturing Policy (NMP) in _____ .
a) 2008 b) 2011 c) 2015 d) 2005
48. _____ is often a surface emotion that covers up a deeper emotion such as fear, hurt etc.
a) Disgust b) Sadness c) Anger d) Enjoyment
49. _____ disaster can bring about high levels of stress, anxiety & anger.
a) Natural b) Social c) Man-made d) Technological
50. The relief & rehab measures are important elements of _____ .
a) Reduction b) mitigation c) worsen d) inflame