

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	What are the means by which long term objectives can be achieved?	Strategies	Policies	Strength	Opportunities	A	CO1	L2
A	obj	1	Marketing strategy is what type of a strategy?	Business Level	Growth Strategy	Functional Strategy	Corporate Strategy	C	CO1	L2
A	obj	1	A possible and desirable future state of an organization is called	Mission	Vision	Strategy Implementation	Strategy Formulation	B	CO1	L2
A	obj	1	What are the guides to decision-making?	Rules	Procedures	Goals	Policies	D	CO1	L2
A	obj	1	In strategic thinking, how long is the long term, approximately?	1 month to 1 year	2 to 3 years	3 to 5 years	More than 5 years	D	CO1	L2
A	obj	1	Which environment can create new market and new business segments?	Technological Environment	Economic Environment	Socio cultural Environment	All of these	D	CO1	L2
A	obj	1	The word 'tactics' is most likely to be associated with	Business Strategy	Corporate Strategy	Operational Strategy	All of these	C	CO1	L3
A	obj	1	Buyer's market exists when	There are few suppliers in the market	Buyers purchase in small volume	Buyers purchase in large volume	Products of suppliers are unique and differentiated	C	CO1	L3
A	obj	1	How many cells are there in a SWOT matrix?	9	6	3	2	A	CO2	L2
A	obj	1	Strategic Management handles	External Issues	Management Issues	Internal Issues	Administration Issues	A	CO1	L3
A	obj	1	What is the starting point of strategic intent?	Objectives	Goals	Mission	Vision	D	CO1	L3
A	obj	1	Corporate Level Strategy deals with	Objectives of specific functions	Objective of single Business Strategic Business Unit (SBU)	Objectives of the corporate	Objectives of specific outcomes	C	CO1	L2
A	obj	1	Which is not one of Mintzberg's 5Ps of strategy?	Plan	Process	Position	Pattern	B	CO1	L2
A	obj	1	Which of the following activities does not come under the primary activities of Value Chain Analysis?	Operations	Technology Development	Marketing and Sales	Services	B	CO2	L3
A	obj	1	Which of the following can be identified as the best statement representing a firm's big picture statement, describing a desired end-state, general in scope and not restricted?	Corporate philosophy statement	Company creed	Vision statement	Mission Statement	C	CO2	L3
A	obj	1	A top level manager of a large manufacturing plant spends	Planning	Organizing	Staffing	Controlling	D	CO2	L3
A	obj	1	Bargaining power of customers is high if	Differentiation of competitor's product is low	Switching costs are low for substitute products	The buyer has little information about the market	The buyer requires a high quality product for own production	A	CO2	L2
A	obj	1	Which of the following requires a firm to establish annual objectives, make policies, motivate employees and allocate resources for the execution of strategies?	Strategy formulation	Strategy evaluation	Strategy implementation	Strategy estimation	C	CO1	L3
A	obj	1	Which of the following statements is not true regarding corporate strategies?	They are concerned with the broad and more long-term issues of the organization	They are concerned with how the organization is going to compete in a specific business or industry	They are concerned with the direction in which the organization is headed	They are concerned with the businesses the organization is in and the businesses they want to be in	B	CO1	L2
A	obj	1	Which would be classified as a stakeholder?	Communities	Banks	Suppliers	All of these	D	CO1	L3
A	obj	1	A company offers unique products that are widely valued by customers. Such a company is likely to follow a	Differentiation strategy	Combination strategy	Focus strategy	Cost-leadership strategy	A	CO2	L3
A	obj	1	Analysing the external environment and the organization's resources is a part of	Functional level planning process	Determining the mission of the business	Financial planning process	Strategic Planning process	D	CO2	L2

A	obj	1	Strategic Business Units	are found in one-business organizations	Carry out strategies assigned by the CEO	Develop their own unique way of competing	Implement strategic planning and management decisions of marketing	C	CO2	L3
A	obj	1	Mc Donalds is deciding whether to expand into manufacturing kitchen equipment in China.At what level is decision likely to be made?	Business	Corporate	Functional	International	B	CO1	L3
A	obj	1	Another term for short-term milestones or benchmarks that organizations must achieve in order to attain long-term objectives is	Vision	Mission	Plans	Goals	D	CO1	L2
A	obj	1	The value-chain is sub-divided into two main headings-primary activities and	Peripheral activities	Support activities	Secondary activities	Outsourced activities	B	CO2	L2
A	obj	1	Which of the following is not a recognized element of corporate strategy?	Competitive advantage	Closure	Acquisition	Divestment	A	CO1	L3
A	obj	1	The purpose an organization tries to achieve is known as	Strategic intent	Strategic formulation	Strategic Implementation	Strategic control	A	CO1	L2
A	obj	1	Which of the following statements is false about formal strategic planning?	Implies determined actions for achieving objectives	Is a time-consuming process	Should develop clear and rigid plans for the organization to implement	Is most applicable in stable environments	C	CO1	L3
A	obj	1	What is the recommended length of an effective mission statement?	One Page	Less than 200 words	One sentence of 10 to 20 words	There is no recommendation and can be as long as the management wants	D	CO2	L2
A	obj	1	Which type of strategies are of particular importance to global companies?	Corporate	Functional	Competitive	Corporate and Competitive	D	CO1	L3
A	obj	1	The impact of strategies on the general direction and basic character of a company is	Short Range	Medium Range	Long Range	Minimal	C	CO1	L3
A	obj	1	Which of the following statements best describes strategic management?	A process consisting of determining objectives and strategic actions to achieve those objectives	A process consisting of determining objectives, strategic actions to achieve those objectives, the implementation of desired strategy, and the monitoring of that strategy	A process consisting of the determination of direction, strategic actions to achieve objectives, the implementation of desired strategy, and monitoring of that strategy	A process for determining direction, strategic actions to achieve objectives, and the implementation of desired strategy	C	CO1	L3
A	obj	1	Which of the following would not be considered a functional strategy?	Financial	Marketing	Product-Market	Operations	C	CO1	L3
A	obj	1	Which of these is not a key stakeholder that an organization must seek to satisfy?	Managers	Shareholders	Employees	Customers	A	CO2	L3
A	obj	1	A question for business level strategy would be	Which industries do we want to be in?	How should the businesses be related?	How should the business compete in its market?	How should resources be shared amongst the businesses?	C	CO1	L3

A	obj	1	Which of the following would you not expect to see in a vision statement?	Descriptions of desirable future situations	Motivational terminology	Focus on the values to which the organization is committed	What the organization seeks to do to reach desirable future states	D	CO1	L2
A	obj	1	An example of a core competency of a firm is	the corporate reputation	developing least squared exemptions within its accounting system	Evaluating tangible and intangible assets	Communicating with customers in their own languages worldwide	D	CO1	L3
A	obj	1	An organization is said to have this when it has several different businesses that are independent and that formulate their own strategies	operational units	strategic business units	competetive advantages	legal subunits	B	CO1	L2
A	obj	1	Functional level strategy directly supports	corporate strategy	business strategy	differentiation strategy	focus strategy	B	CO1	L3