

Mid Term Paper IMC

QUESTION	SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
Q1- 1		SINGLE-CORRECT	1	The vision of HDFC bank is	CO1		Remember and Understand	My Institute	Be the market and industry leader and benchmark for Factoring Companies in the Country.	Incorrect	To Become a Strong and Innovative Bank with Integrity and Social.	Incorrect	To be the preferred financial solutions provider excelling in customer delivery through insight, empowered employees and smart use of technology	Incorrect	To be India's most trusted and recommended financial service provider.	Correct
2		SINGLE-CORRECT	1	The complexity of a strategy in bank refers to:	CO1		Remember and Understand	My Institute	The breadth of a firm's business lines	Incorrect	A continuum of possible strategic choices	Incorrect	The diversity of the products	Incorrect	The number of critical success factors required	Correct
3		SINGLE-CORRECT	1	Strategic management planning must be global for six reasons. One of them is:	CO1		Remember and Understand	My Institute	The increased cope of the global management task	Correct	Decreased globalization of firms	Incorrect	Increase in global monopolies	Correct	Slowing technology	Incorrect
4		SINGLE-CORRECT	1	As the industry becomes increasingly _____, a firm must begin to coordinate an increasing number of functional activities to effectively compete across country.	CO1		Remember and Understand	My Institute	multidomestic	Incorrect	Global	Correct	Competitive	Incorrect	Big	Incorrect
5		SINGLE-CORRECT	1	What have strategists sought in frameworks besides SWOT for conducting internal analysis?	CO1		Remember and Understand	My Institute	They have sought to get less detail from other frameworks	Incorrect	They have sought that the frameworks be more comprehensive	Correct	They have sought a less generic framework	Incorrect	They have sought to better account for internal factors in light of external factors	Incorrect
6		SINGLE-CORRECT	1	All of these are economic goals that guide the strategic direction of HDFC EXCEPT:	CO1		Remember and Understand	My Institute	Survival	Incorrect	Market share	Correct	Profitability	Incorrect	Growth	Incorrect
7		SINGLE-CORRECT	1	Generally, _____ is accepted as the clearest indication of a firm's ability to satisfy the principal desires of employees and stockholders.	CO1		Remember and Understand	My Institute	profit over the long term	Correct	profit over the short term	Incorrect	return on assets	Incorrect	the number of lawsuits brought against the firm	Incorrect
8		SINGLE-CORRECT	1	In a multi-business firm, _____-level executives determine the businesses in which the firm should be involved.	CO1		Remember and Understand	My Institute	business	Incorrect	functional	Incorrect	corporate	Correct	operative	Incorrect
9		SINGLE-CORRECT	1	Assessment of the strengths and weaknesses of the company's management and organizational structure is a part of:	CO1		Remember and Understand	My Institute	Internal Analysis	Correct	Mission Statement	Incorrect	External Environment analysis	Incorrect	Corporate Goals	Incorrect
10		SINGLE-CORRECT	1	Which of these refers to short-term, narrow scoped plans that detail "means" or activities that HDFC will use to achieve short-term projects?	CO1		Remember and Understand	My Institute	policies	Incorrect	Formality	Incorrect	Functional Tactics	Correct	Process	Incorrect
Q2- 11		SINGLE-CORRECT	1	The process of defining the mission of real estate companies for a specific business can be best understood by:	CO2		Apply	My Institute	Thinking about the business at its inception	Correct	Looking at the industry attributes	Incorrect	Analyzing the regulatory requirements of what to include in a mission	Incorrect	Analyzing the most successful competitors in the marketplace	Incorrect
12		TWO-CORRECT	1	Functional managers of real estate firms are typically responsible for which of the following?	CO2		Apply	My Institute	Mission	Incorrect	Annual Objectives	Correct	Tactics	Incorrect	Corporate Goals	Incorrect
13		SINGLE-CORRECT	1	_____ views a real estate firm as a sequential process of value-creating activities.	CO2		Apply	My Institute	Value Chain Analysis	Correct	SWOT Analysis	Incorrect	Resource based analysis	Incorrect	Primary internal analysis	Incorrect
14		SINGLE-CORRECT	1	_____ become the basis for a lasting competitive advantage.	CO2		Apply	My Institute	Intangible opportunities	Incorrect	Distinctive competencies	Correct	All capabilities	Incorrect	All competencies	Incorrect
15		SINGLE-CORRECT	1	Which of the following is NOT a skill or a resource that fosters differentiation?	CO2		Apply	My Institute	Strong cooperation for channels	Incorrect	Product Engineering	Incorrect	Creative talent and flair	Incorrect	Process Engineering skills	Correct
16		SINGLE-CORRECT	1	_____ provides a basis for comparing the relative strengths of the businesses in the firm's portfolio in terms of their positions in their respective markets.	CO2		Apply	My Institute	Relative competitive position	Correct	Relative market share	Incorrect	Market growth rate	Incorrect	Growth share rate	Incorrect
17		SINGLE-CORRECT	1	The most compelling reason real estate companies should diversify can be found in situations when:	CO2		Apply	My Institute	Core competencies are not similar	Incorrect	Core competencies can be leveraged with other products or into other markets	Correct	Management is similar in various businesses	Incorrect	Cash resources can be leveraged	Incorrect
18		SINGLE-CORRECT	1	Governments, regulators, unions and suppliers represent _____ who potentially could be managed more effectively by the parent, than by the individual business units.	CO2		Apply	My Institute	specialized expertise	Incorrect	external stakeholders	Correct	predictable errors	Incorrect	internal stakeholder	Incorrect
19		SINGLE-CORRECT	1	Large-scale, future-oriented plans, for interacting with the competitive environment to achieve real estate company objectives refers to its:	CO2		Apply	My Institute	Goals	Incorrect	Strategy	Correct	Competitive Analysis	Incorrect	Dynamic policies	Incorrect
20		SINGLE-CORRECT	1	When the CEO is very autocratic, the effectiveness of the real estate firm's strategic planning and management processes is likely to:	CO2		Apply	My Institute	Be diminished	Correct	Enhance strategic planning but diminish its processes	Incorrect	be greatly enhanced	Incorrect	Have no effect	Incorrect