

Vignahartas Trust's

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SEMESTER - III

SAMPLE QUESTION PAPER – STRATEGIC MANAGEMENT

Time : 60 Minutes

Marks : 50

1. _____ economic factors deal with the management of demand in any given economy.
A. Micro
B. Macro
C. Political
D. Technical
2. Which is not the final stage of strategic management?
A. Evaluating company's progress
B. Assessing impact of external develop
C. Making corrective adjustment
D. Setting Vision, Mission & Objectives
3. A company which has gone global is called _____.
A. MNC
B. TNC
C. BNC
D. National Company
4. In industries where rate of _____ is fast, _____ are quite likely to become obsolete.
A. Product Innovation, Product Patents
B. Market Innovation, Firm's Name
C. Product Innovation, Firm's Name
D. Market Innovation, Product Patents
5. Capabilities that do not have strategic equivalents are known as _____.
Capabilities.
A. Non-Substitutable
B. Valuable
C. Rare
D. Non-Imitable
6. Which criteria of core competency is related with the capabilities that allows firm to exploit opportunity or avert threats in its external environment?
A. Valuable
B. Rare
C. Costly to Imitate
D. Non-substitutable
7. Strategy formulating is at which stage of strategic management.
A. First
B. Second
C. Third
D. Fourth

8. Which is not involved in organizational analysis ?
 - A. Technological resources
 - B. Productive Capacity
 - C. Social Effect
 - D. Research & development
9. Which type of merger has no linkages with respect to customer groups, customer functions technologies being used?
 - A. Vertical
 - B. Horizontal
 - C. Co-generic
 - D. Conglomerate
10. At which stage currently Patanjali is & which strategy it is following?
 - A. Introduction, Expansion
 - B. Growth, Competitive
 - C. Maturity, Stability
 - D. Decline, Turnaround
11. In which strategy firm maintains the existing level of effort, & is satisfied with incremental growth?
 - A. Stability
 - B. Expansion
 - C. Retrenchment
 - D. Combination
12. When organization takes over other organization & control all its business operations, it is known as _____.
 - A. Acquisition
 - B. Merger
 - C. Penetration
 - D. Stratification
13. In which structure employees have two superiors, a product or project manager & a functional manager?
 - A. Matrix Structure
 - B. Network Structure
 - C. Hourglass Structure
 - D. M-Form Structure
14. Every organization has _____ organizational culture.
 - A. Similar
 - B. Related
 - C. Unique
 - D. None of these
15. Which of these requires combination among many people?
 - A. Strategy Formulation
 - B. Strategy Implementation
 - C. Strategy Planning
 - D. None of these

16. Legal factors include –
- A. health and safety
 - B. pollution targets
 - C. health consciousness
 - D. career attitudes
17. PESTEL Analysis tool is especially useful when starting a new business or entering a _____ market.
- A. Stock
 - B. Domestic
 - C. Indian
 - D. foreign
18. SWOT analysis is a planning methodology that helps organizations build a _____ plan to meet goals, improve operations and keep the business relevant.
- A. Action
 - B. Growth
 - C. Strategic
 - D. Service
19. Opportunities are factors outside the organization that the business can take advantage of to reach business goals and move the business forward.
- A. Inside
 - B. Outside
 - C. External
 - D. Internal
20. Threats include anything in the external environment that might cause issues for a project or that pose a future threat to the organization's success.
- A. Weakness
 - B. Opportunity
 - C. Threats
 - D. Strength
21. _____ can be used to explore new ventures, products, acquisitions or mergers.
- A. SWOT
 - B. PESTEL
 - C. PERT
 - D. S- Curve
22. _____ products can be the market leader though require ongoing investment to sustain.
- A. Cash Cow
 - B. Star
 - C. Question mark
 - D. Dog
23. It is a _____ dimensional analysis on management of Strategic Business Units.
- A. Three
 - B. Four
 - C. Two
 - D. Seven

24. BCG matrix has _____ cells, with the horizontal axis representing relative market share and the vertical axis denoting market growth rate.
- A. One
 - B. Four
 - C. Five
 - D. Two
25. _____ represent business units having large market share in a fast growing industry.
- A. Star
 - B. Cash Cow
 - C. Question Mark
 - D. Dog