M COM ENTRANCE

MICROECONOMICS PRACTICE QUESTIONS

CH15 : STRATEGIC MANAGEMENT

1. Which of the following is a short-term strategy for a firm ?
   A Business strategy
   B Corporate strategy
   C Functional strategy
   D None of the above

2. Which element identifies the strategic factors that determine the future of a firm?
   A Environmental Scanning
   B Strategy Formulation
   C Strategy Implementation
   D Strategy Evaluation and Control

3. Which strategy provides a means for achieving a company's annual objectives ?
   A Marketing Strategy
   B Operating Strategy
   C Business Strategy
   D Corporate Strategy

4. Match the following :

Term	**Explanation**
a. Strategy	1. Enduring statements of purpose that distinguish one business from other simple firms.
b. Vision	2. Specific results that an organization seeks to achieve.
c. Mission	3. What do we want to become ?
d. Objectives	4. Means by which long term objectives will be achieved.

   Codes :

	a	b	c	d
A	4	3	1	2
B	4	2	3	1
C	1	3	2	4
D	1	2	3	4

5. Which among the following are 5 Ps of strategy as identified by Mintzberg ?
   (a) Plan (b) Problem (c) Pattern
   (d) Position (e) Ploy (f) Perspective
   Code :
   A (a), (b), (c), (d) and (e)
   B (a), (b), (d), (e) and (f)
   C (b), (c), (d), (e) and (f)
   D (a), (c), (d), (e) and (f)

6. Which one is not Porter's generic strategy?
   A Growth Strategy
   B Cost Leadership Strategy
   C Differentiation Strategy
   D Focus Strategy

7. Five forces model is used for :
   A competitor analysis
   B organisational analysis
   C industry analysis
   D corporate analysis

8. Which of the following helps a manager to identify the opportunities and threats in the competitive industry environment?
   A Analysis of organisational structure.
   B Analysis of competitive forces.
   C Analysis of operations.
   D Market Research

9. In growth - share matrix 'Star' indicates :
   A High business growth - High market share
   B High business growth - Low market share
   C Low business growth - High market share
   D Low business growth - Low market share

10. Which one of the following is the corporate Business portfolio analysis Technique ?
    A Product Portfolio Analysis
    B Ansoff Matrix
    C Environmental Analysis
    D BCG Matrix

11. Under which stage of the industry life cycle, entry barriers increase and threat of potential competitors decrease :
    A Beginning stage
    B Growing stage
    C Mature stage
    D Declining stage

12. Which one is not part of Ansoff's Growth Matrix ?
    A Focussed Development
    B Market Development
    C Product Development
    D Diversification

13. As per "BCG" model "HOLD" strategy is used for :
    A Dogs
    B Stars
    C Question Marks
    D Cash Cows

14. Which one of the following represents the best long run opportunity in a firm's business portfolio ?

A Star
B Question Mark
C Cash COW
D DOG

15. A retrenchment strategy is designed to reduce
A technical losses
B financial losses
C the scale and scope of the business operation
D all of the above