

**SECTION II****[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]****M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2023**

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**DO NOT WRITE YOUR REGISTER NUMBER OR NAME ANYWHERE IN****SECTION II OF THE QUESTION PAPER****CM010205MCQ - STRATEGIC MANAGEMENT**Answer **all** questions.

All questions carry equal weight

Put a tick mark [✓] against the correct answer

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1. Falling sales is an example for \_\_\_\_ indicator
    - (a) Deteriorating finances      (b) Deteriorating performance
    - (c) Bad Investment              (d) None of the above
  2. Synergy effect is when \_\_\_\_
    - (a)  $2 + 2 = 4$       (b)  $2 + 2 = 6$
    - (c)  $2 + 2 = 5$       (d) None of the above
  3. The fundamental purpose of an organization's mission statement is to
    - (a) create a good human relations climate in the organization      (b) define the organization's purpose in society
    - (c) define the operational structure of the organization      (d) None of the above
  4. Annual objectives
    - (a) Are not critical to success      (b) Serve as guidelines for action, directing and channeling efforts and activities of organization members
    - (c) Are not important for employee motivation and identification      (d) None of the above
  5. ADL matrix has been propounded by:
    - (a) Arthur D. Lowey      (b) Arthur D. Little
    - (c) Arthur D. Levin      (d) None of the above
  6. 'Build,' 'Hold,' 'Harvest,' and 'Divest' are the strategies pursued in:

- (a) Boston Consulting Group Growth Share Matrix      (b) Value chain Analysis
- (c) Managerial Grid Matrix      (d) None of the above
7. Which of the following SWOT elements are internal factors for a business?
- (a) Strengths and Weaknesses      (b) Opportunities and Threats
- (c) Strengths and Opportunities      (d) None of the above
8. ....generally relate to external factors.
- (a) Opportunities and threats      (b) Weaknesses and Threats
- (c) Strengths and Opportunities      (d) None of the above
9. The BCG Growth-Share Matrix consists of the following four major elements?
- (a) Sales, Cash cows, Question marks, Dogs      (b) Stars, Cash cows, Question marks, Dogs
- (c) Stars, Cash cows, Question marks, Doors      (d) None of the above
10. Which of the following is benefit of McKinsey's 7-S Framework Model?
- (a) It is a diagnostic tool for under-standing the organizations which are non- effective.
- (b) It becomes proposition to manage as a result of more divisions and departments
- (c) It is useful in those organizations where activities are geographically spread such as transport, insurance, banking, etc.
- (d) None of the above
11. "V" in VUCA stands for \_\_\_\_\_
- (a) Viability      (b) Volatility
- (c) Vicinity      (d) None of the above
12. .... means crafting a combination of strategies and picking out the best one to achieve the organizational goals and objectives and thereby reaching the vision of the organization
- (a) Strategy implementation      (b) Strategic analysis
- (c) Strategy formulation      (d) None of the above
13. An important activity in .... is taking corrective action.
- (a) Strategy evaluation      (b) Strategy implementation
- (c) Strategy formulation      (d) None of the above
14. The defense which supports possible counter attack of other marketer's is classified as
- (a) counter defense      (b) offensive defense
- (c) flank defense      (d) None of the above

15. Which process simply makes the individuals or organizations aware of the necessity for change & prepares them for such a change?  
(a) Unfreezing      (b) Change in new situation  
(c) Refreezing      (d) None of the above
16. Which helps the managers to determine whether the overall strategy is progressing as desired or whether there is need for readjustment?  
(a) Monitoring Strategic Thrusts      (b) Premise Control  
(c) Special Alert Control      (d) None of the above
17. The terminology that includes defining an overall mission and official goals  
(a) Objectives      (b) Goals  
(c) Strategy      (d) None of the above
18. Which of the following factors does not increase the bargaining power of a supplier?  
(a) substitutability      (b) high switching costs  
(c) a buyer is important to the supplier      (d) None of the above
19. Organization can be classified as \_\_\_\_\_ on the basis of interest they have.  
(a) Market Oriented & Price Oriented      (b) General & Specific  
(c) Commercial & Non-Commercial      (d) None of the above
20. Markowitz's main contribution to portfolio theory is Re-Engineering begins with a fundamental \_  
(a) Redesigning      (b) Process  
(c) Re-thinking      (d) None of the above

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No. of MCQ's Attempted :

Weight Score :

(To be entered by the examiner)

No. of MCQ's not Attempted :

**ATTACH SECTION II INTERNAL EXAMINATION MCQ PAPER  
WITH THE MAIN ANSWER BOOK**