

**SECTION II****[TO BE ATTACHED TO THE MAIN ANSWER-BOOK]****M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2022**

9A76C5FF

**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

1. \_\_\_\_ are regarded as short-term objectives.  
(a) Strategies                      (b) Goals  
(c) Mission statements      (d) None of the above
2. When a firm's basic strategy is reconsidered on the occurrence of a sudden, unexpected event, then the type of control needed is \_\_\_\_\_.  
(a) Operational      (b) Special alert  
(c) Strategic      (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. FEMA was passed in the year  
(a) 1999      (b) 1989  
(c) 1997      (d) None of the above
5. Which of the following is NOT 'internal environment considerations'?  
(a) Operational inefficiencies      (b) Changes in consumer taste  
(c) Employee morale      (d) None of the above
6. A situation analysis should be conducted -.....

(a) After developing a strategy. (b) At the beginning of any program or project

(c) Before company is incorporated (d) None of the above

7. Identification of opportunities and avoiding or mitigating losses is called -.....

(a) Risk management (b) Stress management

(c) Change management (d) None of the above

8. The BCG growth-share matrix -.....

(a) is a project technique used to manage uncertain activities.

(b) is an analytical tool that helps build over your strengths and make the best use of available opportunities while also minimizing the threats.

(c) is the simplest way to portray a corporation's portfolio of investments.

(d) None of the above

9. Entering into a 'contract' by MNCs is an example of:

(a) Partial Ownership Alliance (b) Joint Venture Alliance

(c) Non-Equity Alliance (d) None of the above

10. A leading producer of tooth paste, advises its customers to brush teeth twice a day to keep breath fresh. In the context of Ansoff's Product-Market Growth Matrix, identify, the type of growth strategies followed for the given case

(a) Market Development (b) Diversification

(c) Market Penetration (d) None of the above

11. Strategic implementation is -.....

(a) Concerned with translating a strategic decision into action.

(b) Crafting a combination of strategies and picking out the best one.

(c) Primarily an intellectual process.

(d) None of the above

12. .... focuses on whether the strategy is being implemented as planned and the results produced are those intended.

(a) Strategic analysis (b) Strategic control

(c) Strategy formulation (d) None of the above

13. The plan devised to maintain and build competitive advantage over the competition - \_\_\_\_\_

(a) Strategy (b) Style

(c) Skills            (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. \_\_\_\_\_ is a point of reference against which things may be compared and by which something can be measured and judged.  
(a) BPR                      (b) Benchmarking  
(c) Strategic Leadership    (d) None of the above
16. Strategy is not a \_\_\_\_ for sound alert and responsible management  
(a) reason            (b) necessity  
(c) substitute        (d) None of the above
17. Typically, how many strategic decision levels are in the corporate decision-making hierarchy?  
(a) 3                      (b) 4  
(c) more than 5        (d) None of the above
18. Divestment is what kind of strategy?  
(a) an asset reduction strategy    (b) a weakness reduction strategy  
(c) a product reduction strategy    (d) None of the above
19. Which is not the limitation of strategic management ?  
(a) Time Consuming Process    (b) Understandable complex environment  
(c) Costly Process                      (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

---

No. of MCQ's Attempted :

Weight Scored :

(To be entered by the examiner)

No. of MCQ's not Attempted :

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