

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Corporate Strategy

Course Code - MBA205

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Answer all the questions. Each question carry one mark.

9. 1.Mission is?

Mark only one oval.

- Long term planning
- Relates to the operation of a company
- Short term planning
- None of these

10. 2.Which is not considered as growth indicator

Mark only one oval.

- Increase in profit
- Increase in inflation
- Increase in number of employee
- Increase in total asset

11. 3.The structure that has the adaptability to cope with rapid environmental change is

Mark only one oval.

- Network structure
- Divisional structure
- Functional structure
- SBU

12. 4.Startup activities is related to

Mark only one oval.

- Start industry from scratch
- Closing one industry and start the same again
- Build up the new facilities
- Starting complete new project

13. 5.It is essential for a holding company

Mark only one oval.

- To remove the managing director of the old company immediately
- To close the old company and start new company
- To pay the all loan of the old company
- To acquire the share of the other company

14. 6.A merger that is substantially financed through debt, is known as

Mark only one oval.

- Tender offer
- Earn out plans
- Leveraged buy- out
- Cash offer

15. 7.The basic purpose of management control system is

Mark only one oval.

- Find out mistakes
- Attainment of objective
- Take corrective action
- Measure performance

16. 8.A merger substantially financed through debt is known as

Mark only one oval.

- Leverage buy out
- Debt buy out
- Loan buy out
- All of these

17. 9.Economic Environment consists of?

Mark only one oval.

- Income & BPL
- BPL & demand
- Demand & Supply
- All of these

18. 10.Opportunity is

Mark only one oval.

- It is an internal factor
- It depends upon weakness of a company
- It is an external factor
- Not related to any of the none

19. 11.Business environment is after-

Mark only one oval.

- uncertain
- relative
- contextual
- All of these

20. 12.Law against the unfair competition is

Mark only one oval.

- Government Environment
- Marketing Environment
- Customer's Environment
- Demographic Environment

21. 13.Which competencies of an organization help sustain it in the long run in the face of competition?

Mark only one oval.

- Crust competencies
- External competencies
- Core competencies
- None of these

22. 14.A broad guideline for decision making is

Mark only one oval.

- Policies
- Plan
- Program
- Both Policies & Plan

23. 15.Which one is not the type of merger

Mark only one oval.

- Horizontal merger
- Common merger
- Vertical merger
- Conglomerate merger

24. 16.Which one is not considered as a part of strategic issue?

Mark only one oval.

- Strategic interest between buyers and sellers
- Common Strategic interest of the two rivalry firm
- Matching the interest of two firm
- Extent of positive synergic effect

25. 17. Fraction on ownership of share is called

Mark only one oval.

- Marketing Problem
- HR Problem
- Agency Problem
- Financial problem

26. 18. Company following the strategy of offering a unique product to customers is adopting

Mark only one oval.

- Differentiation strategy
- Focused strategy
- Cost leadership strategy
- Retreat strategy

27. 19. Economic Environment consists of?

Mark only one oval.

- Income & BPL
- BPL & demand
- Demand & Supply
- Retreat strategy

28. 20. When two or more companies combine together to form a new company

Mark only one oval.

- Absorption
- Amalgamation
- Consolidation
- Joint Venture

29. 21. Multi domestic strategy leads to high cost due to

Mark only one oval.

- High transportation cost
- High advertising cost
- Poor working capital management
- Extensive customization

30. 22. In BCG Matrix high market share and high market growth is the symbol of

Mark only one oval.

- Stars
- Good market
- Cash cow
- Question mark

31. 23. Most of the business start from

Mark only one oval.

- Cash cow
- Question mark
- Star
- Dog

32. 24. Tata took over _____ making them the world's largest steel producer

Mark only one oval.

- Corus
- Acelor
- L & T
- Mittal steel

33. 25. The action or process of selling off subsidiary business interests or investments are known as...

Mark only one oval.

- Divestiture.
- Retrenchement
- The leveraged buyout (LBO).
- The prepackaged reorganization.

34. 26.Which of the following is NOT an entry barrier to an industry?

Mark only one oval.

- Expected competitor retaliation
- Economies of scale
- Customer product loyalty
- Bargaining power of suppliers

35. 27.According to the five factors model, an attractive industry would have all of the following characteristics EXCEPT:

Mark only one oval.

- low barriers to entry
- suppliers with low bargaining power
- a moderate degree of rivalry among competitors
- few good product substitutes

36. 28.External assessment is performed in which of the strategic management phase?

Mark only one oval.

- Strategy formulation stage
- Strategy implementation stage
- Strategy evaluation stage
- All of the given options

37. 29.Vision relates to?

Mark only one oval.

- Long term planning
- What we want to achieve
- Short term planning
- None

38. 30.Which one is true?

Mark only one oval.

- Vision can be segregated into many mission
- Mission can be segregated into many vision
- Vision & Mission is having opposite to each other
- Mission & Vision does not show the worth of a company

39. 31.SBU stands for?

Mark only one oval.

- State bank of Union
- Short Balancing Unit
- Strategic Business Unit
- Subsidized Balance of Union

40. 32.Objective can be defined as

Mark only one oval.

- specific results that an organization seeks to achieve
- potential actions that require top management decisions
- Analysis of resources
- None

41. 33.Weakness of a company can be overcome?

Mark only one oval.

- By decreasing the strength
- By increasing the strength
- By exploiting the opportunities
- By reducing the threat

42. 34.Which is not an internal environment factor

Mark only one oval.

- Value system
- Legal system
- Human resources
- Marketing resource

43. 35.The attitude and experience of professionalism of top executives comes in the bracket of?

Mark only one oval.

- Value System of company
- Status of company
- Formulating of goal
- Steady of environment

44. 36.A set of interlinked value-creating activities performed by an organization is called

Mark only one oval.

- SWOT
- Value chain analysis
- Process life cycle
- None of the above

45. 37.The firm's overall orientation toward growth, stability, or retrenchment is known as

Mark only one oval.

- directional strategy
- portfolio analysis
- parenting strategy
- value strategy

46. 38.A corporation's directional strategy does not include

Mark only one oval.

- Growth strategies
- Stability strategies
- Retrenchment strategies
- Development strategy

47. 39.The purchase of a company that is completely absorbed as an operating subsidiary or division of the acquiring corporation is known as

Mark only one oval.

- acquisition
- merger
- strategic alliances
- none of the these

48. 40.A firm internally makes 100% of its key supplies and completely controls its distributors in

Mark only one oval.

- Forward integration
- taper integration
- full integration
- quasi-integration

49. 41.A firm internally produces less than half of its own requirements and buys the rest from outside suppliers in

Mark only one oval.

- taper integration
- full integration
- quasi-integration
- partial integration

50. 42.The degree to which a firm operates in multiple geographic locations at the same point on an industry's value chain is known as

Mark only one oval.

- horizontal integration
- vertical integration
- definite integration
- indefinite integration

51. 43.In _____ has a strong competitive position but industry attractiveness is low

Mark only one oval.

- Concentric (Related) Diversification
- conglomerate
- corporate diversification
- strategic diversification

52. 44. In _____ top management views its product lines and business units as a series of investments from which it expects a profitable return.

Mark only one oval.

- Directional strategy
- Parenting strategy
- Portfolio Analysis
- None of these

53. 45. If the corporation has multiple business lines and it chooses to sell off a division with low growth potential, this is called

Mark only one oval.

- Turnaround strategy
- Captive Company Strategy
- Divestment
- Liquidation Strategy

54. 46. When the industry is unattractive and the company too weak to be sold as a going concern, management may choose to convert as many saleable assets as possible to cash, this is called

Mark only one oval.

- Liquidation
- Divestment
- Captive Company
- Bankruptcy

55. 47.BCG matrix is a framework created for

Mark only one oval.

- evaluate the strategic position of the business
- Evaluate the employees status
- Evaluate the financial position of a company
- Evaluate the business opportunities

56. 48.Investment should be high in

Mark only one oval.

- When company is in cash cow position
- When company is in question mark position
- When company is in star position
- When company is in dog position

57. 49.Under which model power of supply is incorporated

Mark only one oval.

- BCG matrix model
- Porter five force model
- Diamond model
- Supplier`s Model

58. 50.The status of "innovate or die" is reached at-

Mark only one oval.

- Growth
- Introduction
- Maturity
- Decline

59. 51.A low relative market share position, yet competing in a high-growth industry relates to

Mark only one oval.

- Dogs
- Cash Cows
- Question Marks
- Stars

60. 52.A high relative market share position but compete in a low-growth industry

Mark only one oval.

- Dogs
- Cash Cows
- Question Marks
- Stars

61. 53.Which of the following factors is related to intense rivalry?

Mark only one oval.

- Number of competitors
- Capital requirements
- Human resources
- None of these

62. 54.The acronym SWOT stands for

Mark only one oval.

- Special Weapons for Operations Timeliness
- Services, Worldwide Optimization, and Transport
- Strengths Worldwide Overcome Threats
- Strengths, Weaknesses, Opportunities, and Threats

63. 55.Which one of the following is NOT included in the Porter's Five Forces model:

Mark only one oval.

- Potential development of substitute products
- Bargaining power of suppliers
- Rivalry among stockholders
- Rivalry among competing firms

64. 56.Strategy evaluation at the _____ level involves using specific performance measures-qualitative and quantitative-for each functional area.

Mark only one oval.

- organizational
- operational
- functional
- production

65. 57."Identifying and evaluating key social, political, economic, technological and competitive trends and events". Which of the followings best describes this statement?

Mark only one oval.

- Developing an effective mission statement
- Conducting an internal audit
- Performing an external audit
- Formulating strategy

66. 58.It directs at developing new products before competitors do at improving product quality or at improving manufacturing processes to reduce costs.

Mark only one oval.

- Marketing
- Opportunity analysis
- Research and development
- Management

67. 59. _____ is not part of an external audit

Mark only one oval.

- Analyzing competitors
- Analyzing financial ratios
- Analyzing available technologies
- Studying the political environment

68. 60. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit.

Mark only one oval.

- economic
- political
- technological
- competitive

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