

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

Course Name - --Business Policy and Strategy

Course Code - BBA601

* You can submit the form ONLY ONCE.

* Fill the following information for further process.

* Required

1. Email *

2. Name of the Student *

3. Enter Full Student Code *

4. Enter Roll No *

5. Enter Registration No *

6. Enter Course Code *

7. Enter Course Name *

8. *

Mark only one oval.

- Diploma in Pharmacy
- Bachelor of Pharmacy
- B.TECH.(CSE)
- B.TECH.(ECE)
- BCA
- B.SC.(CS)
- B.SC.(BT)
- B.SC.(ANCS)
- B.SC.(HN)
- B.Sc.(MM)
- B.A.(MW)
- BBA
- [B.COM](#)
- B.A.(JMC)
- BBA(HM)
- BBA(LLB)
- B.OPTOMETRY
- B.SC.(MB)
- B.SC.(MLT)
- B.SC.(MRIT)
- B.SC.(PA)
- LLB
- [B.SC\(IT\)-AI](#)
- B.SC.(MSJ)
- Bachelor of Physiotherapy
- B.SC.(AM)
- Dip.CSE
- Dip.ECE
- [DIP.EE](#)
- DIP.CE

- [DIP.ME](#)
- PGDHM
- MBA
- M.SC.(BT)
- M.TECH(CSE)
- LLM
- M.A.(JMC)
- M.A.(ENG)
- M.SC.(MATH)
- M.SC.(MB)
- MCA
- M.SC.(MSJ)
- M.SC.(AM)
- M.SC.CS)
- M.SC.(ANCS)
- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. The fundamental purpose for the existence of any organization is described by its

Mark only one oval.

- policies
- procedures
- mission
- strategy

10. 2. The acronym SWOT stands for

Mark only one oval.

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

11. 3. Which of the following is an issue considered in developing corporate strategies?

Mark only one oval.

- What business(es) are we in?
- What direction are we going?
- What resources do we have to implement our strategies?
- What businesses are we in and what to do with those businesses?

12. 4. Competitive advantage can best be described as:

Mark only one oval.

- a strength of the organization
- what sets an organization apart
- increased efficiency
- intangible resources

13. 5. The various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs are called:

Mark only one oval.

- strengths
- capabilities
- core competencies
- customer value

14. 6. The primary focus of strategic management is

Mark only one oval.

- strategic analysis
- strategy formulation
- the total organisation
- strategy implementation

15. 7. Which of the following defines what business or businesses the firm is in or should be in?

Mark only one oval.

- Business strategy
- Functional strategy
- Corporate strategy
- National strategy

16. 8. Which of the following focuses on supporting the corporate and business strategies?

Mark only one oval.

- Competitive strategy
- Corporate strategy
- Operational strategy
- National strategy

17. 9. The task of strategy choice involves

Mark only one oval.

- monitoring whether the organisation is achieving good financial performance
- determining how the organisation can be more market and efficiency oriented
- developing plans and activities which will improve the organisation's performance and competitive position
- keeping the organisation free of debt

18. 10. The corporate level is where top management directs

Mark only one oval.

- all employees for orientation
- its efforts to stabilize recruitment needs
- overall strategy for the entire organization
- overall sales projections

19. 11. 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

20. 12. The goal of the organization's _____ is to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.

Mark only one oval.

- culture
- mission
- vision
- strategy

21. 13. The environmental segments that comprise the general environment typically will NOT include

Mark only one oval.

- demographic factors
- sociocultural factors
- substitute products or services
- technological factors

22. 14. Product differentiation refers to the

Mark only one oval.

- ability of the buyers of a product to negotiate a lower price
- response of incumbent firms to new entrants
- belief by customers that a product is unique
- fact that as more of a product is produced the cheaper it becomes per unit

23. 15. Switching costs refer to the

Mark only one oval.

- cost to a producer to exchange equipment in a facility when new technologies emerge
- cost of changing the firm's strategic group
- one-time costs customers incur when buying from a different supplier
- one-time costs suppliers incur when selling to a different customer

24. 16. Suppliers are powerful when

Mark only one oval.

- satisfactory substitutes are available
- they sell a commodity product
- they offer a credible threat of forward integration
- they are in a highly fragmented industry

25. 17. According to the five factors model, an attractive industry would have all of the following characteristics EXCEPT

Mark only one oval.

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

26. 18. Competitors are more likely to respond to competitive actions that are taken by

Mark only one oval.

- differentiators
- larger companies
- market leaders
- first movers

27. 19. Long-term objectives should be all of the following except

Mark only one oval.

- measurable
- reasonable
- continually changing
- challenging

28. 20. _____ is not part of an external audit.

Mark only one oval.

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

29. 21. 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
- technological
- political
- competitive

30. 22. BCG in BCG matrix stands for _____

Mark only one oval.

- Boston Calmette Group
- British Consulting Group
- Boston Consulting Group
- Boston Corporate Group

31. 23. Which of the following is not a part the Macro Environment?

Mark only one oval.

- Laws & Policies
- Demographics
- Suppliers
- Social Values

32. 24. What does Dog symbolize in BCG matrix?

Mark only one oval.

- Introduction
- Growth
- Decline
- Maturity

33. 25. Vision relates to?

Mark only one oval.

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

34. 26. Characteristics of mission?

Mark only one oval.

- Should not be clear to sub staff
- Should be very critical
- Should be feasible
- It should indicate the target of manager

35. 27. Corporate environment does not include?

Mark only one oval.

- Social Environment
- Economic Environment
- Employee's Environment
- Sorting

36. 28. How many possible solutions exist for an 8-queen problem?

Mark only one oval.

- Organizational structure
- Board of director
- Trade Union
- Professionalism of management

37. 29. Characteristic of external environment is :

Mark only one oval.

- Very much controllable
- External adaptability factor is weak
- Beyond the control
- Professional is board room

38. 30. Economic Environment consists of?

Mark only one oval.

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

39. 31. Strategy is confined to?

Mark only one oval.

- Fixing of target
- Analysis of resources
- Evaluation of result
- All of these

40. 32. Opportunities can be exploited?

Mark only one oval.

- By decreasing the strength
- By increasing the weakness
- By increasing the strength
- By avoiding the threat

41. 33. Formulating of the strategies does not related to

Mark only one oval.

- Present Resource
- Managerial Capacity
- Monetary strength of customer
- Environment of competitors

42. 34. Which of the following is not a part of external environment

Mark only one oval.

- Social environment
- Legal environment
- Political environment
- None of these

43. 35. Which one of the following is not recognized as growth strategy

Mark only one oval.

- Intensive
- Integrative
- Diversification
- Exploration

44. 36. Product development strategy is

Mark only one oval.

- Product improvement
- New brand
- Both Product improvement & New brand
- None of these

45. 37. Which is not an internal environment factor

Mark only one oval.

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

46. 38. In SWOT analysis the internal factors are

Mark only one oval.

- Opportunities and threats
- Strengths and weakness
- Both Opportunities and threats and Strengths and weakness
- None of these

47. 39. Diversification is related to

Mark only one oval.

- Additional and better opportunities
- Risk minimization
- Additional and better opportunities & Risk minimization
- None of these

48. 40. The attitude and experience of professionalism of top executives comes in the bracket of?

Mark only one oval.

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

49. 41. "Business environment is the aggregate of all conditions events and influences that surrounded and affect it" is said by

Mark only one oval.

- External cost
- Benefits
- External cost & Benefits
- None of these

50. 42. Location of a business organization" could be a

Mark only one oval.

- Strength
- Weakness
- Weakness & Strength
- None of these

51. 43. Corporate restructure not involve

Mark only one oval.

- Splitting main business in to 2-3 small business unit
- Treatment of poor performance of company
- Restructure of company law
- Acquiring new business

52. 44. Strategy composed of directional strategy, portfolio analysis & parenting strategy is known as

Mark only one oval.

- SBU
- Functional strategy
- Corporate strategy
- None of these

53. 45. A broad guideline for decision making is

Mark only one oval.

- Policies
- Plan
- Policies & Plan
- Program

54. 46. 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 these

55. 47. Blue print of idea is called

Mark only one oval.

- Policies
- Strategy
- Plan
- Programme

56. 48. Which one is not considered as danger signal for turned around strategy

Mark only one oval.

- Sliding market share
- Continuous cash flow problem
- High number of employees
- Strike & lockout

57. 49. Following rout is not available for Turned around execution

Mark only one oval.

- Start up
- Closing of industry
- Takeover
- Joint Venture

58. 50. Merger always take place

Mark only one oval.

- Through transfer of employees
- Through absorption only
- Through Consolidation only
- Through both absorption & Consolidation

59. 51. 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

60. 52. Which one is not the type of merger

Mark only one oval.

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

61. 53. 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

62. 54. Fraction on ownership of share is called

Mark only one oval.

- Marketing Problem
- H R Problem
- Agency Problem
- Financial problem

63. 55. The function that involves monitoring and evaluation of strategy

Mark only one oval.

- Organizing
- Implementation
- Controlling
- Co ordination

64. 56. The three main steps which completes the control process strategy are

Mark only one oval.

- Implementation, observation, correction
- Setting standard, implementation, observation
- Setting standard, measuring performance, correction
- Measuring performance, correction follow up

65. 57. What is the strategy for meeting difficult standardization and quality control of services?

Mark only one oval.

- Industrialize
- Customize
- Industrialize & Customize
- Word-of-mouth

66. 58. A plan of action designed to actives a particular goal

Mark only one oval.

- Mission
- Strategy
- System
- Vision

67. 59. Combing of two or more companies into an existing company, is called

Mark only one oval.

- Absorption
- Amalgamation
- Merger
- Consolidation

68. 60. 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

69. 61. Goal congruence means

Mark only one oval.

- Integration of goals
- Establishment of goals
- Achievement of goals
- Optimization of goals

70. 62. The means by which previously determined plans are executed are known as

Mark only one oval.

- Strategy
- Programme
- Tactics
- Policies

71. 63. Management by objectives technique was developed by

Mark only one oval.

- Abraham Maslow
- Peter F. Druncker
- Michael Porter
- Hertz Berg

72. 64. The basic purpose of management control system is

Mark only one oval.

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

73. 65. JIT purchasing focuses on

Mark only one oval.

- Optimizing supplier and customer relations
- Reduction of inventories
- Careful audit of production processes
- All of these

74. 66. Which of the following statements is not true in reference to budgets?

Mark only one oval.

- A budget is concerned with finance only
- Budget is the plan of firm's expectations in future
- Budget is helpful in reducing the impact of uncertainty
- Budget expresses plans informal terms

75. 67. Which of the following is an example of post action controls?

Mark only one oval.

- Screening at checkpoints
- Periodic reports
- Budgeting control
- Periodic reports & Budgeting control

76. 68. 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

77. 69. When two or more corporate firms dealing in similar lines of activities combine together, it is

Mark only one oval.

- Horizontal merger
- Vertical merger
- Conglomerate merger
- None of these

78. 70. The main problem of merger and consolidation is

Mark only one oval.

- Credit policy
- Cash management
- Dividend policy
- All of these

This content is neither created nor endorsed by Google.

Google Forms