



**BRAINWARE UNIVERSITY**  
**Term End Examination 2020 - 21**  
**Programme – Bachelor of Business Administration**  
**Course Name – Business Strategy**  
**Course Code - BBA304**

**Semester / Year - Semester III**

Time allotted : 85 Minutes

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

**Group-A**

(Multiple Choice Type Question)

1 x 70=70

1. (Answer any Seventy )

(i) Which strategy is about how to compete successfully in particular markets?

- |                            |                               |
|----------------------------|-------------------------------|
| a) Business-level strategy | b) Corporate-level strategy   |
| c) Alliance-based strategy | d) Operational-level strategy |

(ii) What is the important direction of strategy?

- |               |                  |
|---------------|------------------|
| a) Organizing | b) Staffing      |
| c) Planning   | d) Communication |

(iii) Strategy involves

- |                                      |                           |
|--------------------------------------|---------------------------|
| a) senior managers and board members | b) managers at all levels |
| c) senior and middle managers        | d) senior management      |

(iv) In the Exploring Strategy Model, what heading is used to cover environment, capability, goals and culture?

- |                            |                       |
|----------------------------|-----------------------|
| a) Strategic applicability | b) Strategic choices  |
| c) Strategy in action      | d) Strategic position |

(v) What term is used for an organization's abilities to renew and recreate its strategic capabilities to meet the needs of a changing environment?

- |                         |                    |
|-------------------------|--------------------|
| a) Dynamic capabilities | b) Core competence |
|-------------------------|--------------------|

c) Renewability

d) Competitive advantage

(vi) Core competences are the skills and abilities by which resources are deployed through an organization's activities and processes such as to

a) Dynamic capabilities

b) Survive

c) Achieve competitive advantage in ways that others cannot imitate or obtain

d) Diversify

(vii) Competitive advantage can best be described as

a) Increased efficiency

b) What sets an organization apart

c) A strength of the organization

d) Intangible resources

(viii) Which of the following answers the question: 'Where does the organization aspire to be in the future?'

a) Mission statement

b) Core values

c) Vision statement

d) Objectives

(ix) \_\_\_\_\_ is the foundation of blue ocean strategy.

a) Innovation

b) Value creation

c) Value innovation

d) value cost trade-off

(x) Which of the following is not one of the four broad categories of external stakeholders?

a) Social

b) Technological

c) Economic

d) The organization

(xi) Which of the following defines what business or businesses the firm is in or should be in?

a) Business strategy

b) Corporate strategy

c) Functional strategy

d) National strategy

(xii) Which one of the following best explains the aim of collaboration?

- a) To achieve advantage
- b) To avoid competition
- c) Neither to achieve advantage nor to avoid competition
- d) To achieve advantage or avoid competition

(xiii) Which of the following focuses on supporting the corporate and business strategies?

- a) Competitive strategy
- b) Corporate strategy
- c) Operational strategy
- d) Mission strategy

(xiv) A film company and a music recording company may choose to combine, believing that the result will be more effective than the sum of the two component parts. What term is used for the benefits?

- a) Synergy
- b) Diversification
- c) Integration
- d) Consolidation

(xv) A particular business unit operates in a low-growth, mature market, in which it has a large market share. What term is used in the BCG matrix for this business?

- a) Star
- b) Cash cow
- c) Question mark
- d) Dog

(xvi) The three organizational levels are

- a) corporate level, product level, functional level
- b) corporate level, business unit level, functional level
- c) corporate strategy level, business level, service level
- d) corporate strategy level, business level, specialist level

(xvii) What refers to a strategy of seeking ownership of or increased control over a firm's competitors?

- a) Conglomerate diversification
- b) Backward integration
- c) Horizontal integration
- d) Concentric diversification

(xviii) Analysis suggests that a company's existing markets are saturated. The company wants to exploit its strategic capabilities in new arenas and satisfy its stakeholders by making rapid growth. What strategy would you suggest?

- a) Retrenchment
- b) Market development
- c) Diversification
- d) Market penetration

(xix) Vision relates to?

- a) Long term planning
- b) What we want to achieve
- c) Short term planning
- d) None

(xx) Developing a vision and mission, identifying an organization's external opportunities and threats, and determining internal strengths and weaknesses are all \_\_\_\_\_ activities. (fill in the blank)

- a) strategy-formulation
- b) strategy-implementation
- c) long-range planning
- d) short-range planning

(xxi) The means by which long-term objectives will be achieved are

- a) mission statements
- b) strategies
- c) vision statements
- d) long-term goals

(xxii) \_\_\_\_\_ answers the question "What is our business?" (fill in the blank)

- a) vision statement
- b) mission statement
- c) short-term objectives
- d) long-term objectives

(xxiii) All of these, except \_\_\_\_\_, are part of Porter's competitive forces in industry Analysis (fill in the blank)

- a) potential entry of new competitors
- b) bargaining power of suppliers
- c) development of substitute products
- d) bargaining power of union

(xxiv) \_\_\_\_\_ is adding new, unrelated products or services for present customers (fill in the blank)

- a) Concentric diversification
- b) Horizontal diversification
- c) Conglomerate diversification
- d) Product development

(xxv) Which strategy would be effective when the new products have a counter cyclical sales pattern compared to an organization's present products?

- a) Forward integration
- b) Retrenchment
- c) Horizontal diversification
- d) Market penetration

(xxvi) Internal Environment is

- a) Not controllable
- b) Controllable
- c) Achievable
- d) Not achievable

(xxvii) Which is not a part of micro environment?

- a) Technology
- b) public
- c) shareholder
- d) competitor

(xxviii) BCG stands for

- a) Boston Calmette Group
- b) British Consulting Group
- c) Boston Corporate Group
- d) Boston Consulting Group

(xxix) Which is not a part of macro environment?

- a) Law
- b) Demography
- c) Suppliers
- d) Social Value

(xxx) Which is not an internal environment factor

- a) Value system
- b) Legal system
- c) Human resources
- d) Marketing resource

(xxxi) A production unit is acquiring the marketing unit is example of

- a) Backward integration
- b) Side integration
- c) Forward integration
- d) Round integration

(xxxii) Law against the unfair competition is?

- a) Government Environment
- b) Marketing Environment
- c) Customer's Environment
- d) Demographic Environment

(xxxiii) Which competencies of an organization help sustain it in the long run in the face of competition?

- a) a. Crust competencies
- b) External competencies
- c) Core competencies
- d) None of these

(xxxiv) Low cost, differentiation and focus are examples of;

- a) Corporate strategies
- b) Business strategies
- c) Operational strategies
- d) Functional strategies

(xxxv) Who developed the concept of value chain analysis?

- a) Porter
- b) David Norton
- c) Thompson
- d) Hunger

(xxxvi) A set of interlinked value-creating activities performed by an organization is called

- a) SWOT
- b) Value chain analysis
- c) Process life cycle
- d) None of these

(xxxvii) If any company hold more than the half of the normal value of equity capital of other company, it is called

- a) Private limited company
- b) limited company
- c) subsidiary company
- d) Non-Government company

(xxxviii) Internal analysis involves all EXCEPT

- a) MIS
- b) Technological
- c) Marketing
- d) R&D

(xxxix) Selling all of the company's assets in parts for their tangible worth is called;

- a) Liquidation
- b) Divesture
- c) Unrelated integration
- d) Concentric diversification

(xl) Buying another company by one company is;

- a) Joint venture
- b) Acquisition
- c) Merger
- d) Amalgamation

(xli) The fundamental purpose for the existence of any organization is described by its

- a) policies
- b) mission
- c) procedures
- d) strategy

(xlii) Which of the following is NOT an entry barrier to an industry?

- a) expected competitor retaliation
- b) economies of scale
- c) customer product loyalty
- d) bargaining power of suppliers

(xliii) Which of the following is not a demographic variable?

- a) Age
- b) Gender
- c) Education
- d) Lifestyle

(xliv) A plan of action designed to achieve a particular goal

- a) Mission
- b) Strategy
- c) System
- d) Vision

(xlv) When terms engaged in unrelated business activities combine together, it is a case of

- a) Vertical merger
- b) Conglomerate merger
- c) Holding company
- d) Horizontal merger

(xlvi) Company following the strategy of offering a unique product to customers is adopting

- a) Differentiation strategy
- b) Focused strategy
- c) Cost leadership strategy
- d) Retreat strategy

(xlvii) Drastic option in which company sells all its inventory and assets.

- a) Merger
- b) Acquisition
- c) Liquidation
- d) Divestment

(xlviii) A merger substantially financed through debt is known as

- a) Leverage buy out
- b) Debt buy out
- c) Loan buy out
- d) All of these

(xlix) When two or more corporate firms dealing in similar lines of activities combine together, it is

- a) Horizontal merger
- b) Vertical merger
- c) Conglomerate merger
- d) None of these

(l) In marketing, who is the central focus of most of the activities?

- a) Director
- b) Supplier
- c) Customer
- d) Marketer

(li) Which one of the following is NOT a Demographic Factor?

- a) Ethnicity
- b) Gender
- c) Technology
- d) Age

(lii) Disagreement between two or more parties on one or more issues is a

- a) Conflict
- b) Stress
- c) Functional stress
- d) None of given option

(liii) The primary benefit sought from restructuring is



- a) Employee involvement.
- b) Cost reduction.
- c) Increased morale.
- d) Increased innovation.

(liv) When a product's unique attributes provide value to customers, the firm is implementing

- a) A differentiation strategy.
- b) A cost leadership strategy.
- c) An integrated cost leadership/differentiation strategy.
- d) A single-product strategy.

(lv) Competitive rivalry has the most effect on the firm's \_\_\_\_ strategies than the firm's other strategies.

- a) business-level
- b) corporate-level
- c) acquisition
- d) international

(lvi) How would a division with a low relative market share position in a high growth industry be described?

- a) Question mark
- b) Cash cow
- c) Star
- d) Dog

(lvii) When a division of an organization has a high relative market share and is in a fast-growing industry, it is called a

- a) Question mark
- b) Cash cow
- c) Star
- d) Dog

(lviii) A division with a high relative market share position in a low-growth industry can be described as a

- a) Question mark
- b) Cash cow
- c) Star
- d) Dog

(lix) What includes the set of shared values, beliefs, attitudes, customs, norms, personalities, heroes and heroines that describe a firm?

- a) Strategy
- b) Culture

c) Mission

d) Objectives

(Ix) Comparing of BCG matrix and market life cycle graph, the decline related to

a) Dog

b) Cash cow

c) Stars

d) Question mark

(Ixi) Threat of substitute products related to the

a) BCG matrix

b) Porter five point force model

c) Porter diamond model

d) Gilberth substitute of goods model

(Ixii) Under which model power of supply is incorporated

a) BCG matrix model

b) Porter five force model

c) Diamond model

d) Supplier`s Model

(Ixiii) Technological advancements can create which of the following advantage besides many other existing powerful advantages for the businesses?

a) Economic

b) Competitive

c) Social

d) Environmental

(Ixiv) According to the five factors model, an attractive industry would have all of the following characteristics EXCEPT:

a) low barriers to entry

b) suppliers with low bargaining power

c) a moderate degree of rivalry among competitors.

d) few good product substitutes

(Ixv) Strategic issues require which level of management decisions?

a) Operative

b) Top

c) Front-line

d) Middle

(Ixvi) Strategic-management audit is known as:

- a) Environmental scanning
- c) Strategy control

- b) Strategy formulation
- d) Strategy evaluation

(lxvii) SBU stands for?

- a) State bank of Union
- c) Strategic Business Unit

- b) Short Balancing Unit
- d) Subsidized Balance of Union

(lxviii) All of the following are included in the five functions of the management process EXCEPT

- a) Planning
- c) Leading

- b) Organizing
- d) Delegating

(lxix) Which of the following step in the strategic development process involves mobilizing employees and managers to put strategies into action?

- a) Formulating strategy
- c) Implementing strategy

- b) Strategy evaluation
- d) Strategy planning

(lxx) Developed by Michael Porter, analysis is a useful the four corner's tool for analyzing \_\_\_\_\_. (fill in the blank with suitable option)

- a) Suppliers
- c) Competitors

- b) Customers
- d) Retailers