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Barasat, Kolkata - 700125

BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – Corporate Strategy

Course Code - MBA205

(Semester II)

Time allotted : 1 Hrs.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

(1) What is the important direction of strategy?

- a) Organizing
- c) Planning

- b) Staffing
- d) Communication

(2) Mission is?

- a) Long term planning
- c) Short term planning

- b) Relates to the operation of a company
- d) None of these

(3) Corporate environment does not include?

- a) Social Environment
- c) Technological Environment

- b) Economic Environment
- d) Employee's Environment

(4) Characteristic of external environment is :

- a) Very much controllable
- c) Professional is board room

- b) External adaptability factor is weak
- d) Beyond the control

(5) Economic Environment consists of?

- a) Income & BPL
- c) Demand & Supply

- b) BPL & demand
- d) All of these

(6) Which is not considered as growth indicator

- a) Increase in profit
- c) Increase in number of employee

- b) Increase in inflation
- d) Increase in total asset

(7) Opportunity is.

- a) It is an internal factor
- c) It is an external factor

- b) It depends upon weakness of a company
- d) Not related to any of the none

(8) Which of the following is not a part of external environment

- a) Social environment

- b) Legal environment

- University
Nottingham
- c) Political environment
- (9) Business environment is after-
- a) uncertain
- c) contextual
- (10) SWOT technique is credited by-
- a) Keith Davis
- c) Albert Humphrey
- (11) Which competencies of an organization help sustain it in the long run in the face of competition?
- a) Crust competencies
- c) Core competencies
- (12) ETOP basically means
- a) Environmental target options profit
- c) Environmental threats and opportunities protocol
- (13) The structure that has the adaptability to cope with rapid environmental change is
- a) Network structure
- c) Functional structure
- (14) Startup activities is related to
- a) Start industry from scratch
- c) Build up the new facilities
- (15) Which one is not the type of merger
- a) Horizontal merger
- c) Vertical merger
- (16) Fraction on ownership of share is called
- a) Marketing Problem
- c) Agency Problem
- (17) Product design strategy is not dependent of which following factor-
- a) Economic Policy
- c) Legal requirement
- (18) A plan of action designed to achieve a particular goal
- a) Mission
- c) System
- (19) When two or more companies combine together to form a new company
- a) Absorption
- c) Consolidation
- (20) A merger that is substantially financed through debt, is known as
- a) Tender offer
- c) Leveraged buy- out
- (21) Corporate analysis involves
- a) Identifying alternatives
- c) Identifying strengths & weaknesses
- (22) A merger substantially financed through debt is known as
- d) None of these
- b) relative
- d) All of these
- b) W.F. Glueck
- d) None of these
- b) External competencies
- d) None of these
- b) Environmental threats and opportunities profile
- d) Environmental and technological offence protocol
- b) Divisional structure
- d) SBU
- b) Closing one industry and start the same again
- d) Starting complete new project
- b) Common merger
- d) Conglomerate merger
- b) HR Problem
- d) Financial problem
- b) Nature of product
- d) Physical environment
- b) Strategy
- d) Vision
- b) Amalgamation
- d) Joint Venture
- b) Earn out plans
- d) Cash offer
- b) Identifying mission
- d) Identifying environment

- a) Leverage buy out
c) Loan buy out
- (23) Low-cost strategy is a part of
a) Global strategy
c) Transnational strategy
- (24) Multi domestic strategy leads to high cost due to
a) High transportation cost
c) Poor working capital management
- (25) In BCG Matrix high market share and high market growth is the symbol of
a) Stars
c) Cash cow
- (26) Comparing of BCG matrix and market life cycle graph, the decline related to
a) Dog
c) Stars
- (27) Tata took over _____ making them the world's largest steel producer
a) Corus
c) L & T
- (28) The restructuring of a corporation should be undertaken if
a) Restructuring can prevent an unwanted takeover.
c) The restructuring is expected to create value for shareholders
- (29) The action or process of selling off subsidiary business interests or investments are known as...
a) Divestiture.
c) The leveraged buyout (LBO).
- (30) Which of the following is NOT an entry barrier to an industry?
a) Expected competitor retaliation
c) Customer product loyalty
- (31) Which group would be classified as a stakeholder?
a) Communities
c) Suppliers
- (32) External assessment is performed in which of the strategic management phase?
a) Strategy formulation stage
c) Strategy evaluation stage
- (33) Vision relates to?
a) Long term planning
c) Short term planning
- (34) Management structure does not includes?
a) Organizational structure
c) Professionalism of management
- (35) SBU stands for?
a) State bank of Union
c) Strategic Business Unit
- (36) Objective can be defined as
b) Debt buy out
d) All of these
- b) Multi domestic strategy
d) one of these
- b) High advertising cost
d) Extensive customization
- b) Good market
d) Question mark
- b) Cash cow
d) Question mark
- b) Accelor
d) Mittal steel
- b) The restructuring is expected to increase the firm's revenue.
d) The interests of bondholders are not negatively affected.
- b) Retrenchement
d) The prepackaged reorganization.
- b) Economies of scale
d) Bargaining power of suppliers
- b) Banks
d) All of these
- b) Strategy implementation stage
d) All of the given options
- b) What we want to achieve
d) None
- b) Board of director
d) Trade Union
- b) Short Balancing Unit
d) Subsidized Balance of Union

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- a) specific results that an organization seeks to achieve
 - b) potential actions that require top management decisions
 - c) Analysis of resources
 - d) None
- (37) Weakness of a company can be overcome?
- a) By decreasing the strength
 - b) By increasing the strength
 - c) By exploiting the opportunities
 - d) By reducing the threat
- (38) Opportunities can be exploited?
- a) By decreasing the strength
 - b) By increasing the strength
 - c) By increasing the weakness
 - d) By avoiding the threat
- (39) The attitude and experience of professionalism of top executives comes in the bracket of?
- a) Value System of company
 - b) Status of company
 - c) Formulating of goal
 - d) Steady of environment
- (40) Corporate restructure not involve
- a) Splitting main business in to 2-3 small business unit
 - b) Treatment of poor performance of company
 - c) Acquiring new business
 - d) Restructure of company law
- (41) Who developed the concept of value chain analysis?
- a) Porter
 - b) David Norton
 - c) Thompson
 - d) Hunger
- (42) The manner in which management coordinates activities and transfers resources and cultivates capabilities among product lines and business units is known as
- a) directional strategy
 - b) portfolio analysis
 - c) parenting strategy
 - d) HR strategy
- (43) The purchase of a company that is completely absorbed as an operating subsidiary or division of the acquiring corporation is known as
- a) acquisition
 - b) merger
 - c) strategic alliances
 - d) none of the these
- (44) A firm internally makes 100% of its key supplies and completely controls its distributors in
- a) Forward integration
 - b) taper integration
 - c) full integration
 - d) quasi-integration
- (45) A firm internally produces less than half of its own requirements and buys the rest from outside suppliers in
- a) taper integration
 - b) full integration
 - c) quasi-integration
 - d) partial integration
- (46) Company does not make any of its key supplies but purchases most of its requirements from outside suppliers that are under its partial control in
- a) taper integration
 - b) full integration
 - c) quasi-integration
 - d) partial integration
- (47) The degree to which a firm operates in multiple geographic locations at the same point on an industry's value chain is known as
- a) horizontal integration
 - b) vertical integration
 - c) definite integration
 - d) indefinite integration
- (48) In _____ has a strong competitive position but industry attractiveness is low
- a) Concentric (Related) Diversification
 - b) conglomerate

- c) corporate diversification
- (49) Diversifying into an industry unrelated to its current one is known as
- a) Concentric (Related) Diversification
 - b) conglomerate
 - c) corporate diversification
 - d) strategic diversification
- (50) If the corporation has multiple business lines and it chooses to sell off a division with low growth potential, this is called
- a) Turnaround strategy
 - b) Captive Company Strategy
 - c) Divestment
 - d) Liquidation Strategy
- (51) _____ involves giving up management of the firm to the courts in return for some settlement of the corporation's obligations.
- a) Liquidation
 - b) Divestment
 - c) Captive Company
 - d) Bankruptcy
- (52) BCG matrix is a framework created for
- a) evaluate the strategic position of the business
 - b) Evaluate the employees status
 - c) Evaluate the financial position of a company
 - d) Evaluate the business opportunities
- (53) Under which model power of supply is incorporated
- a) BCG matrix model
 - b) Porter five force model
 - c) Diamond model
 - d) Supplier's Model
- (54) Product differentiation refers to the:
- a) Ability of the buyers of a product to negotiate a lower price
 - b) Response of incumbent firms to new entrants
 - c) Belief by customers that a product is unique.
 - d) Fact that as more of a product is produced the cheaper it becomes per unit.
- (55) A low relative market share position and compete in a slow- or no-market-growth industry is associated with
- a) Dogs
 - b) Cash Cows
 - c) Question Marks
 - d) Stars
- (56) Divisions with a high relative market share and a high industry growth rate is associated with
- a) Dogs
 - b) Cash Cows
 - c) Question Marks
 - d) Stars
- (57) Which of the following does not appear to be a possible barrier to entry?
- a) Economies of scale
 - b) Product differentiation
 - c) Capital requirements
 - d) Number of competitors
- (58) The acronym SWOT stands for
- a) Special Weapons for Operations Timeliness
 - b) Services, Worldwide Optimization, and Transport
 - c) Strengths Worldwide Overcome Threats
 - d) Strengths, Weaknesses, Opportunities, and Threats
- (59) Which of the following defines how each individual business unit will attempt to achieve its mission?
- a) Business strategy
 - b) Corporate strategy
 - c) Functional strategy
 - d) National strategy
- (60) "Identifying and evaluating key social, political, economic, technological and competitive trends and events". Which of the followings best describes this statement?
- a) Developing an effective mission statement
 - b) Conducting an internal audit