



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Business Policy and Strategy

Course Code - BBA601

( Semester VI )

Time allotted : 1 Hrs.25 Min.

Full Marks : 70

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 70=70

Choose the correct alternative from the following :

- (1) The fundamental purpose for the existence of any organization is described by its
  - a) policies
  - b) mission
  - c) procedures
  - d) strategy
- (2) 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) generate good public relations for the organization
- (3) 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
- (4) Which of the following is not a characteristic of strategic management that makes it different from other types of management?
  - a) It is interdisciplinary
  - b) It has an external focus
  - c) It has an internal focus
  - d) It concerns the present direction of the organization
- (5) Which of the following is an issue considered in developing corporate strategies?
  - a) What business(es) are we in?
  - b) What direction are we going?
  - c) What resources do we have to implement our strategies?
  - d) What businesses are we in and what to do with those businesses?
- (6) 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

- (7) \_\_\_\_\_ is the foundation of blue ocean strategy.
- a) Innovation  
b) Value creation  
c) Value innovation  
d) value cost trade-off
- (8) The various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs are called:
- a) strengths  
b) core competencies  
c) capabilities  
d) customer value
- (9) The primary focus of strategic management is
- a) strategic analysis  
b) the total organisation  
c) strategy formulation  
d) strategy implementation
- (10) Which of the following is not an advantage of strategic management?
- a) It provides organisations with a clearer sense of direction and purpose  
b) It helps improve the political, economic, social and technological environment of the organisation  
c) It helps orientate management decisions to relevant environmental conditions  
d) It helps organisations be proactive rather than reactive
- (11) 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
- (12) 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
- (13) Which one of the following is not a primary task of strategic managers?
- a) Establishing strategic objectives  
b) Developing the steps to follow in implementing operational level plans  
c) Defining the business and developing a mission  
d) Developing a strategy
- (14) Which one of the following is at the core of strategic management?
- a) Choosing which organisational objectives to focus on  
b) Being alert for opportunities to change work responsibilities  
c) Adapting the organisation to a changing external environment  
d) Choosing whether to make decisions autocratically or on the basis of participation
- (15) The corporate level is where top management directs
- a) all employees for orientation  
b) its efforts to stabilize recruitment needs  
c) overall strategy for the entire organization  
d) overall sales projections
- (16) The three organizational levels are
- a) corporate level, business level, functional level  
b) corporate level, business unit level, functional level  
c) corporate strategy level, business unit level, functional level  
d) corporate strategy level, business level, specialist level
- (17) Which one of the following is NOT included in the Porter's Five Forces model:
- a) Potential development of substitute products  
b) Bargaining power of suppliers  
c) Rivalry among stockholders  
d) Rivalry among competing firms
- (18) What is meant by the term 'Stakeholder'?
- a) A person who is not related with a business  
b) A person who is related with a business

- c) A person who owns a business  
d) A person who purchases the shares of a business
- (19) The goal of the organization's \_\_\_\_\_ is to capture the hearts and minds of employees, challenge them, and evoke their emotions and dreams.
- a) vision  
b) mission  
c) culture  
d) strategy
- (20) The environmental segments that comprise the general environment typically will NOT include
- a) demographic factors  
b) sociocultural factors  
c) substitute products or services  
d) technological factors
- (21) 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
- (22) 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
- (23) Switching costs refer to the
- a) cost to a producer to exchange equipment in a facility when new technologies emerge  
b) cost of changing the firm's strategic group  
c) one-time costs suppliers incur when selling to a different customer  
d) one-time costs customers incur when buying from a different supplier
- (24) New entrants to an industry are more likely when (i.e., entry barriers are low when...)
- a) it is difficult to gain access to distribution channels  
b) economies of scale in the industry are high  
c) product differentiation in the industry is low  
d) capital requirements in the industry are high
- (25) All of the following are forces that create high rivalry within an industry EXCEPT
- a) numerous or equally balanced competitors  
b) high fixed costs  
c) fast industry growth  
d) high storage costs
- (26) 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
- (27) Competitors are more likely to respond to competitive actions that are taken by
- a) differentiators  
b) larger companies  
c) first movers  
d) market leaders
- (28) Long-term objectives should be all of the following except
- a) measurable  
b) continually changing  
c) reasonable  
d) challenging
- (29) \_\_\_\_\_ is not part of an external audit.
- a) Analyzing competitors  
b) Analyzing financial ratios  
c) Analyzing available technologies  
d) Studying the political environment
- (30) Forecasting tools can be broadly categorized into two groups. Those are
- a) Qualitative, Operational  
b) Quantitative, Operational

- c) Qualitative, Quantitative  
d) Regression and time series analysis
- (31) Which individuals are most responsible for the success and failure of an organization?  
a) Strategists  
b) Financial planners  
c) Personnel directors  
d) Stakeholders
- (32) BCG in BCG matrix stands for \_\_\_\_\_  
a) Boston Calmette Group  
b) British Consulting Group  
c) Boston Corporate Group  
d) Boston Consulting Group
- (33) Which of the following is not a part the Macro Environment?  
a) Laws & Policies  
b) Demographics  
c) Suppliers  
d) Social Values
- (34) What does Dog symbolize in BCG matrix?  
a) Introduction  
b) Growth  
c) Maturity  
d) Decline
- (35) What does Question Mark (?) symbolize in BCG matrix?  
a) Remain Diversified  
b) Invest  
c) Stable  
d) Liquidate
- (36) Mission is?  
a) Long term planning  
b) Short term planning  
c) Relates to the operation of a company  
d) None of these
- (37) Characteristics of mission?  
a) Should be feasible  
b) Should be very critical  
c) Should not be clear to sub staff  
d) It should indicate the target of manager
- (38) Which one is true?  
a) Vision can be segregated into many mission.  
b) Mission can be segregated into many vision.  
c) Vision & Mission is having opposite to each other.  
d) Mission & Vision does not show the worth of a company.
- (39) Internal Environment is –  
a) Not controllable  
b) Controllable  
c) Achievable  
d) Not achievable
- (40) Management structure does not includes?  
a) Organizational structure  
b) Board of director  
c) Professionalism of management  
d) Trade Union
- (41) Company's image cannot be judge?  
a) Raising capacity of fund  
b) launching of new product  
c) Strong union  
d) Spreading of marketing intermediaries.
- (42) External Micro Environment does not implies?  
a) Supplier  
b) Competitors  
c) Customer  
d) Manager
- (43) Environment related to Demographic sphere is ?  
a) Migration & urbanization  
b) Dilution of Monopoly  
c) Fiscal Policy  
d) Tax Policy
- (44) Which is not considered as growth indicator  
a) Increase in profit  
b) Increase in inflation  
c) Increase in number of employee  
d) Increase in total asset

- (45) 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
- (46) Opportunity is?  
a) It is an internal factor  
b) It depends upon weakness of a company  
c) It is an external factor  
d) Not related to any of the none
- (47) McDonalds is deciding whether to expand into manufacturing kitchen equipment in China.  
a. At what level is this decision likely to be made  
a) Business  
b) Corporate  
c) Functional  
d) International
- (48) Which of the following is not a part of external environment  
a) Social environment  
b) Legal environment  
c) Political environment  
d) None of these
- (49) Low cost, Differentiation and Focus are examples of  
a) Corporate strategies  
b) Operational strategies  
c) Business strategies  
d) Functional strategies
- (50) Which one of the following is not recognized as growth strategy  
a) Intensive  
b) Integrative  
c) Exploration  
d) Turnaround
- (51) Market penetration strategy means:  
a) Increase sale to current customer  
b) Selling existing product to the existing customers  
c) Pull the customer from competitors  
d) selling new product to a new geographic region.
- (52) Product development strategy is  
a) Product improvement  
b) New brand  
c) A & B both  
d) None of these
- (53) A production unit is acquiring the marketing unit is example of  
a) Backward integration  
b) Side integration  
c) Forward integration  
d) Round integration
- (54) Diversification is related to  
a) Additional and better opportunities  
b) Risk minimization  
c) A & B both  
d) None of these
- (55) Law against the unfair competition is?  
a) Government Environment  
b) Marketing Environment  
c) Customer's Environment  
d) Demographic Environment
- (56) Benefits above and beyond the direct benefit to business comes from  
a) Commercial benefit  
b) Social benefit  
c) Statutory benefit  
d) None of these
- (57) What is combination strategies  
a) Application of more than one strategies simultaneously  
b) Application of more than one strategies sequentially  
c) Both a and b  
d) None of these
- (58) Corporate restructure not involve  
a) Splitting main business in to 2-3 small business  
b) Treatment of poor performance of company

- s unit
- c) Acquiring new business
- d) Restructure of company law
- (59) ETOP basically means
- a) Environmental target options profit
- b) Environmental threats and opportunities profile
- c) Environmental threats and opportunities protocol
- d) Environmental and technological offence protocol
- (60) Who developed the concept of value chain analysis?
- a) Porter
- b) David Norton
- c) Thompson
- d) Hunger
- (61) The structure that has the adaptability to cope with rapid environmental change is
- a) Network structure
- b) Divisional structure
- c) Functional structure
- d) SBU
- (62) Hierarchy of Strategic Intent:
- a) Vision > Mission > Goals > Objectives > Plans
- b) Mission > Vision > Goals > Objectives > Plans
- c) Plans > Vision > Mission > Goals > Objectives
- d) None of these
- (63) Turned around strategies is
- a) Transfer company in to most efficient firm
- b) Transfer the staff in and around the company's head office
- c) Turn down the managing director of a company
- d) None of these
- (64) Startup activities is related to
- a) Start industry from scratch
- b) Closing one industry and start the same again
- c) Build up the new facilities
- d) Starting complete new project
- (65) Merger always take place
- a) Through transfer of employees
- b) Through absorption only
- c) Through Consolidation only
- d) Through both absorption & Consolidation
- (66) For takeover of a company by the other company ...
- a) It is necessary to have a full legal control on other company
- b) It is not necessary to have a full legal control on other company
- c) It is necessary to take the consent of the employer
- d) It is not necessary to do forced or unwilling acquisition
- (67) It is essential for a holding company
- a) To remove the managing director of the old company immediately
- b) To close the old company and start new company
- c) To pay the all loan of the old company
- d) To acquire the share of the other company
- (68) Which one is not the type of merger
- a) Horizontal merger
- b) Common merger
- c) Vertical merger
- d) Conglomerate merger
- (69) Competitive GAP is not related to
- a) Market size
- b) Market Power
- c) Market share
- d) Gap between Income & Expenditure
- (70) What are the guides to decision making
- a) Rules
- b) Procedures

c) Goals

d) Policies