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**BRAINWARE UNIVERSITY**

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Term End Examination 2025-2026**Programme – MBA-2025****Course Name – Corporate Strategy and Sustainability****Course Code - MBA20411****(Semester II)****Full Marks : 60****Time : 2:30 Hours**

[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 15=15

1. *Choose the correct alternative from the following :*

- (i) Strategy is developed by the visionary chief executive in _____ mode of strategic Management
 - a) planning mode
 - b) adaptive mode
 - c) strategic mode
 - d) entrepreneurial mode
- (ii) Identify the means by which long term objectives will be achieved
 - a) policies
 - b) strengths
 - c) strategies
 - d) opportunities
- (iii) Select Which of the following is not a part the Macro Environment?
 - a) laws
 - b) policies
 - c) demographics
 - d) supplies
- (iv) Identify In BCG matrix, what is the label of the horizontal axis?
 - a) relative market share
 - b) business strength
 - c) industry growth
 - d) market growth
- (v) Trace the company's environment, company's customers are part of which of the following.
 - a) internal
 - b) micro
 - c) macro
 - d) external
- (vi) Identify the most common reasons for restructuring a company
 - a) downsizing
 - b) buyouts
 - c) technology
 - d) all of the above
- (vii) Choose What is the starting point of Strategic Management?
 - a) vision
 - b) mision
 - c) valuation
 - d) evaluation
- (viii) Examine what Corporate level strategy deals with
 - a) specific functions
 - b) business units
 - c) corporate affairs
 - d) planning

