



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	b) Staffing
c) Planning	d) Communication
- (2) Mission is?

a) Long term planning	b) Relates to the operation of a company
c) Short term planning	d) None of these
- (3) Corporate environment does not include?

a) Social Environment	b) Economic Environment
c) Technological Environment	d) Employee's Environment
- (4) Characteristic of external environment is :

a) Very much controllable	b) External adaptability factor is weak
c) Professional is board room	d) Beyond the control
- (5) Economic Environment consists of?

a) Income & BPL	b) BPL & demand
c) Demand & Supply	d) All of these
- (6) 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
- (7) 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
- (8) Which of the following is not a part of external environment

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

- 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 units
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) Performing an external audit

d) Formulating strategy