

## **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)  $1 \times 60 = 60$ Choose the correct alternative from the following: (1) What is the important direction of strategy? a) Organizing b) Staffing d) Communication c) Planning (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 d) All of these c) Demand & Supply (6) Which is not considered as growth indicator a) Increase in profit b) Increase in inflation

(8) Which of the following is not a part of external environmenta) Social environmentb) Legal environment

c) Increase in number of employee

(7) Opportunity is

a) It is an internal factor

c) It is an external factor

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d) Increase in total asset

b) It depends upon weakness of a company

d) Not related to any of the none

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

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

<ul> <li>a) specific results that an organization seeks to ac hieve</li> </ul>	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 busines s 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 analys	is?
a) Porter	b) David Norton
c) Thompson	d) Hunger
(42) The manner in which management coordinates ac ates capabilities among product lines and business	
a) directional strategy	b) portfolio analysis
c) parenting strategy	d) HR strategy
(43) The purchase of a company that is completely absion of the acquiring corporation is known as	sorbed as an operating subsidiary or divis
a) acquisition	b) merger
c) strategic alliances	d) none of the these
(44) A firm internally makes 100% of its key supplies n	and completely controls its distributors i
a) Forward integration	b) taper integration
c) full integration	d) quasi-integration
(45) A firm internally produces less than half of its ow utside suppliers in	n requirements and buys the rest from o
a) taper integration	b) full integration
c) quasi-integration	d) partial integration
(46) Company does not make any of its key supplies b m outside suppliers that are under its partial contr	
a) taper integration	b) full integration
c) quasi-integration	d) partial integration
(47) The degree to which a firm operates in multiple g an industry's value chain is known as	eographic locations at the same point on
a) horizontal integration	b) vertical integration
c) definite integration	d) indefinite integration
(48) Inhas a strong competitive pos	sition but industry attractiveness is low
a) Concentric (Related) Diversification	b) conglomerate

c) corporate diversification	d) strategic diversification	
(49) Diversifying into an industry unrelated to its curr	rent 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 growth potential, this is called	l it chooses to sell off a division with low	
a) Turnaround strategy	b) Captive Company Strategy	
c) Divestment	d) Liquidation Strategy	
(51)involves giving up management of ettlement of the corporation's obligations.	the firm to the courts in return for some s	
a) Lquidation	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 incorpora	nted	
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 compet is associated with	e in a slow- or no-market-growth industry	
a) Dogs	b) Cash Cows	
c) Question Marks	d) Stars	
(56) Divisions with a high relative market share and a ith	high industry growth rate is associated w	
a) Dogs	b) Cash Cows	
c) Question Marks	d) Stars	
(57) Which of the following does not appear to be a p	ossible 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 Trans port	
c) Strengths Worldwide Overcome Threats	d) Strengths, Weaknesses, Opportunities, and Threats	
(59) Which of the following defines how each individual to mission?	lual business unit will attempt to achieve i	
a) Business strategy	b) Corporate strategy	
c) Functional strategy	d) National strategy	
(60) "Identifying and evaluating key social, political, trends and events". Which of the followings best		
a) Developing an effective mission statement	b) Conducting an internal audit	

c) Performing an external audit	d) Formulating strategy