



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

- a) Identifying alternatives  
c) Identifying strengths & weaknesses
- b) Identifying mission  
d) Identifying environment
- (22) A merger substantially financed through debt is known as  
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) Tthe 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  
c) Analysis of resources
- b) potential actions that require top management decisions  
d) None
- (37) Weakness of a company can be overcome?  
a) By decreasing the strength  
c) By exploiting the opportunities
- b) By increasing the strength  
d) By reducing the threat
- (38) Opportunities can be exploited?  
a) By decreasing the strength  
c) By increasing the weakness
- b) By increasing the strength  
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  
c) Formulating of goal
- b) Status of company  
d) Steady of environment
- (40) Corporate restructure not involve  
a) Splitting main business in to 2-3 small business unit  
c) Acquiring new business
- b) Treatment of poor performance of company  
d) Restructure of company law
- (41) Who developed the concept of value chain analysis?  
a) Porter  
c) Thompson
- b) David Norton  
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  
c) parenting strategy
- b) portfolio analysis  
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  
c) strategic alliances
- b) merger  
d) none of the these
- (44) A firm internally makes 100% of its key supplies and completely controls its distributors in  
a) Forward integration  
c) full integration
- b) taper 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  
c) quasi-integration
- b) full 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  
c) quasi-integration
- b) full 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  
c) definite integration
- b) vertical integration  
d) indefinite integration
- (48) In \_\_\_\_\_ has a strong competitive position but industry attractiveness is low
- a) Concentric (Related) Diversification  
c) corporate diversification
- b) conglomerate  
d) strategic diversification
- (49) Diversifying into an industry unrelated to its current one is known as
- a) Concentric (Related) Diversification  
c) corporate diversification
- b) conglomerate  
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  
c) Divestment
- b) Captive Company Strategy  
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  
c) Captive Company
- b) Divestment  
d) Bankruptcy
- (52) BCG matrix is a framework created for
- a) evaluate the strategic position of the business  
c) Evaluate the financial position of a company
- b) Evaluate the employees status  
d) Evaluate the business opportunities
- (53) Under which model power of supply is incorporated
- a) BCG matrix model  
c) Diamond model
- b) Porter five force model  
d) Supplier's Model
- (54) Product differentiation refers to the:
- a) Ability of the buyers of a product to negotiate a lower price  
c) Belief by customers that a product is unique.
- b) Response of incumbent firms to new entrants  
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  
c) Question Marks
- b) Cash Cows  
d) Stars
- (56) Divisions with a high relative market share and a high industry growth rate is associated with
- a) Dogs  
c) Question Marks
- b) Cash Cows  
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
  - c) Performing an external audit
  - d) Formulating strategy