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MCom Sem – III (NEW COURSE)
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CC 302 - STRATEGIC MANAGEMENT

કુલ સમય : ૬૦ મીનીટ કુલ પ્રશ્નો : ૫૦ વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫
નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.

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1. Which of following is not related with characteristics of strategic management?
   (A) Decision of functional managers (B) Future oriented
   (C) Formation of company mission is primary function (D) Needs constant evaluation of external environment
2. What is strategic management?
   (A) Long run process (B) Evaluation of external environment (C) A program for facing future challenges (D) All of above
3. A set of guidelines that is helpful for decision making means –
   (A) Policy (B) Strategy (C) Objective (D) Mission
4. Which of following is not related with financial advantages of strategic management?
   (A) Resistance to change increases (B) Increases sales and profitability
   (C) Profitable existence in competitive environment (D) Reduction in cost of capital
5. Which of following are included in levels of strategic management?
   (A) Corporate level (B) Business unit level (C) Functional level (D) All of above
6. Broad of directors, managing director, C.E.O. etc function at which level of strategy?
   (A) Corporate level (B) Business unit level (C) Functional level (D) All of above
7. Time duration of strategy of which level is comparatively the shortest?
   (A) Corporate level (B) Business unit level (C) Functional level (D) All of above
8. Mission of a company is formulated at which level of strategy?
   (A) Corporate level (B) Business unit level (C) Functional level (D) All of above
9. Name of first stage of strategic management process –
   (A) Evaluation of external environment (B) Strategic analysis and choice (C) Grand strategy (D) Clarifying company mission
10. The fundamental and unique purpose that sets a business apart from other firms and identifies the scope of its operations in product and market terms means –
    (A) Vision (B) Mission (C) Objective (D) Target
11. What a company wants to achieve in fix time duration and which is measurable means-
    (A) Vision (B) Mission (C) Objective (D) Target
12. Which of following is not feature of mission?
    (A) Formation of mission form targets (B) Clear and short (C) Permanent nature (D) Sets business apart from other firms
13. Which of following alternatives indicates basic product and primary market for mission related statement – "A company desires to develop a vaccine at affordable price for patients of Corona with the help of Indian technology"?
    (A) Vaccine and Indian technology (B) Patients of Corona and Indian technology
    (C) Vaccine and Patients of Corona (D) Indian technology and affordable price
14. Which of following statement is false?
    (A) Strategic management is long run process.
    (B) Formation of strategy depends upon actual or potential behavior of competitors.
    (C) Expenses ratio is lower at corporate level in compared to functional level.
    (D) A company profile is generated from internal analysis of a company.
15. Which of following statement is false?
    (A) Policy is a guideline while strategy is a long run plan for achievement of objectives.
    (B) Grand strategy is formulated at corporate level. (C) A mission sets own business apart from other firms.
    (D) There is very less repetition of decisions at functional level in compared to corporate level.
16. Which of following factor is not consistent with operating environment?
    (A) Sources of finance (B) Consumer profile factors (C) Factors of competitive position (D) Legal factors
17. Full name of E.T.O.P. –
    (A) Economic Threats and Opportunity Profile (B) Environmental Threats and Opportunity Profile
    (C) Environmental Threats and Outstanding Profile (D) Environmental Threats and Opportune Proficiently
18. Which of following factors affect organizational appraisal?
    (A) Strategist (B) Organization itself (C) Internal environment (D) All of above
19. Full name of S.A.P. –
    (A) Surgical Advantage Profile (B) Strategic Addition Profit (C) Strategic Advantage Preference (D) Strategic Advantage Profile
20. Who was finder of value chain analysis?
    (A) James Steiner (B) Michael Porter (C) Pears and Robbinson (D) Koontz and O'Donnell
21. In value chain analysis, various activities of an organization are classified into which two groups?
    (A) Internal activities and external activities (B) Primary activities and supportive activities
    (C) Controllable activities and uncontrollable activities (D) Organizational activities and environmental activities
22. Full name of S.W.O.T. analysis –
    (A) Strengths, Weaknesses, Opportunities and Things (B) Strengths, Weaknesses, Opposers and Threats
    (C) Strengths, Weaknesses, Opportunities and Threats (D) Strikes, Weaknesses, Opportunities and Threats
23. Which of following statement is false?
    (A) Remote environment is uncontrollable environment.
    (B) Comparisons of data of present year with data of past year by an organization is called historical analysis.
    (C) Economic factors, social factors etc are factors of operating environment.
    (D) Environmental scanning is essential for environmental analysis.
24. Fundamental or master strategy formulated by a firm to achieve long run objectives means –
    (A) Grand strategy (B) Functional strategy (C) Long run policy (D) Strategic control
25. If a company adopts a strategy of reducing substantially the scope of its present business, it is called which type of strategy?
    (A) Stability strategy (B) Expansion strategy (C) Retrenchment strategy (D) Combination strategy

26. When a business unit by locating a factory at one place, produces only one product with help of any one technology, what is it called?
(A) Concentration strategy (B) Integration strategy (C) Diversification strategy (D) Merger strategy
27. If a company manufacturing T.V. starts manufacturing motor cycle, it is called which type of diversification strategy?
(A) Related diversification strategy (B) Unrelated diversification strategy
(C) Vertical diversification strategy (D) Horizontal diversification strategy
28. If lose making part of business is restructured and is directed towards opposite direction i.e. from lose making to profit making by cutting down manpower, assets and non-essential expenses, what is it called?
(A) Turnaround strategy (B) Divestment strategy (C) Liquidation strategy (D) Concentration strategy
29. Which of following are retrenchment strategies?
(A) Turnaround strategy (B) Divestment strategy (C) Liquidation strategy (D) All of above
30. Which of following strategy denotes to close down entire business unit?
(A) Turnaround strategy (B) Divestment strategy (C) Liquidation strategy (D) All of above
31. What is called to the decision to adopt the strategic alternative by considering internal strengths and weaknesses of a firm and external opportunities and threats?
(A) Pattern of organization (B) Strategic choice (C) Strategic control (D) Institutionalizing of strategy
32. Which of following statement is false?
(A) Retrenchment strategies are reducement strategy.
(B) Diversification strategy is addition of new product strategy.
(C) To sell out only some components of a business unit is liquidation strategy.
(D) Both objective factors and subjective factors affect strategic choice.
33. Which of following model is known as improved version of B.C.G. Matrix?
(A) S.W.O.T. Analysis (B) G.E. Nine Cell Planning Grid (C) Contingent approach (D) Grand strategy Cluster model
34. Relationship between strategy formation and strategy implementation –
(A) Closely inter-related (B) Substitute of each other (C) Opposite to each other (D) Independent to each other
35. What is difference between strategy formulation and strategy implementation with reference to process?
(A) Strategy formulation and strategy implementation both are intellectual process.
(B) Strategy formulation and strategy implementation both are operational process.
(C) Strategy formulation is operational process and strategy implementation is intellectual process.
(D) Strategy formulation is intellectual process and strategy implementation is operational process.
36. Which of following factor is not consistent with internal resistances to effective strategy implementation?
(A) Inflexibility (B) Narrow mentality executives (C) Established values, styles and traditions (D) Scarcity of natural resources
37. Which of following factors is not consistent with external resistances to effective strategy implementation?
(A) Political interference (B) Social environment (C) Traditional ideology of managers (D) Rapid technological changes
38. Which of following structures is the oldest, very simple and the least complex organization structure where all authorities are centralized with only one individual?
(A) Simple organization (B) Functional structure (C) Multi-divisional structure (D) Strategic business unit structure
39. Activities of a business undertaking are divided into various functions and to formulate structure according to these functions – this is called which type of organization structure?
(A) Simple organization (B) Functional structure (C) Multi-divisional structure (D) Strategic business unit structure
40. Which of following structures can be the most appropriate structure when a unit diversifies in its product or service, spreads market over a large geographical area or begins to serve distinctly different customer groups?
(A) Simple organization (B) Functional structure (C) Multi-divisional structure (D) Strategic business unit structure
41. In which of following structures, there is multiple order system as well as is a hybrid form of project and functional organization?
(A) Simple organization (B) Functional structure (C) Matrix structure (D) Network organization structure
42. Which of following structures is known as "Spider's web structure" or "Non-structure"?
(A) Simple organization (B) Functional structure (C) Matrix structure (D) Network organization structure
43. A short term plan formulated at functional level for achievement of annual objectives means –
(A) Grand strategy (B) Functional strategy (C) Strategic planning (D) Operational control
44. Who of following plays a distinctive and fundamental role for strategy implementation?
(A) Functional managers (B) Supervisors (C) Chief Executive Officer (D) Technical staff
45. To supervise and evaluate working of grand strategy by corporate level executives means –
(A) Strategic control (B) Operational control (C) Strategic planning (D) Operational planning
46. A system to guide, monitor and evaluate progress in meeting annual objectives means-
(A) Strategic control (B) Operational control (C) Strategic planning (D) Operational planning
47. Which of following is method of operational control?
(A) Scheduling (B) Implementation control (C) Premises control (D) Strategic surveillance
48. Which of following control is useful to accomplish operational activities in time and to utilize available resources optimally during that time?
(A) Budgetary control (B) Special alert control (C) Implementation control (D) Scheduling control
49. What of following is consistent with difference between strategic control and operational control from objective point of view?
(A) Strategic control considers short term objectives and operational control considers long term objectives.
(B) Strategic control and operational control both consider long term objectives.
(C) Strategic control considers long term objectives and operational control considers short term objectives.
(D) Strategic control and operational control both consider short term objectives.
50. Which of following statement is false?
(A) Matrix structure is combination of project and functional organization structure.
(B) Premises control and special alert control are methods of strategic control.
(C) Capital acquisition, use of funds, allocation of profit etc are related with functional strategies about finance.
(D) Strategy formulation is required at business unit level and functional level where as strategy implementation is required at corporate level.
