

## M.Com. Sem I Strategic Management

1. Dividend strategy is a ..... Strategy.  
a) Marketing    b) Human Resources    c) Financial    d) Production
2. .... is a type of internal growth strategy.  
a) Merger    b) Acquisition    c) Foreign Collaboration    d) Diversification
3. In ..... model there is a lack of cooperation on the part of the other party.  
a) Turnkey Project    b) Turnaround    c) PPP    d) BCG
4. For disaster response, Financial support will be maintained through the .....  
a) Disaster Relief Emergency Fund    b) Disaster Remuneration Fund  
c) Disaster Relief Ecological Fund    d) Disaster Relief Environment Fund
5. .... is the fundamental radical design of business process.  
a) Reconciliation    b) Ret retrenchment    c) Revolution    d) Reengineering
6. Strategy ..... is the final step of strategic management process.  
a) Formulation    b) Implementation    c) Evaluation    d) Planning
7. Functional level strategy includes areas like .....  
a) Production    b) Marketing    c) Finance    d) a, b, c
8. .... Merger exists between two companies, who compete in the same industry.  
a) Horizontal    b) Vertical    c) Concentric    d) Conglomerate
9. .... is an agreement entered into for a specific purpose or period.  
a) Joint Venture    b) Partnership    c) Joint Stock co.    d) Diversification
10. .... of company is the closing down of the company.  
a) Amalgamation    b) Acquisition    c) Liquidation    d) Reconstruction
11. Economic environment is a factor of .....  
a) Micro    b) Macro    c) Internal    d) Vertical
12. In the full form of PPP includes one of the "P" is .....  
a) People    b) Private    c) Partner    d) Company
13. .... level strategies are framed by the department heads of the organization.  
a) Corporate    b) Functional    c) Business    d) Director

14. Functional level strategy includes areas like .....
- a) Production            b) Marketing            c) Finance            d) a, b, c
15. .... are the most widely used methods for strategic control.
- a) Budgets    b) Amalgamation    c) Turnaround            d) Versification
16. .... Strategy means to covert loss making company in to profit making company.
- a) Absorption            b) Amalgamation    c) Turnaround            d) Diversification
17. Strategy ..... is the final step of strategic management process.
- a) Formulation            b) Implementation    c) Evaluation            d) Planning
18. Supplier is a part of ..... factor of the business environment.
- a) Internal    b) Micro            c) Macro            d) Fixed
19. .... basically start for short term benefits.
- a) Forging Collaboration            b) Franchisee            c) Diversification            d) Joint Venture
20. .... is a type of man-made disaster.
- a) Cyclone    b) Earthquake            c) War            d) Flood
21. .... level strategies frame at the strategies business unit.
- a) Business    b) Transaction            c) Micro            d) Macro
22. Strategic management is ..... Continuous in nature.
- a) process    b) function            c) features            d) quality
23. To frame strategy is a prime responsibility of ..... Level management.
- a) Top            b) lower            c)middle            d) third
24. There are ..... types of business environment.
- a) Two            b) One            c) Three            d) Five
25. .... environment & Macro environment are the types of external business environment.
- a) Micro            b) Macro            c) Business            d) Population
26. Customer, supplies, competitors are the factor of ..... environment.
- a) Micro            b) Macro            c) Green            d) Business
27. Technological & economic environment are the factors of ..... environment.
- a) Macro            b) Micro            c) Internal            d) Vertical
28. Human & financial recourses are the factors component of ..... business environment.
- a) Internal            b) External            c) Horizontal            d) Vertical

29. Strategy ..... involves translation of the important strategic decision into action.  
 a) Implementation    b) Application    c) Turn around    d) Evaluation
30. Strategic management facilities ..... analysis.  
 a) Swot    b) Fiscal    c) Demographic    d) Two level
31. There are ..... level of strategic management.  
 a) Three    b) Four    c) One    d) Two
32. Functional level strategy include areas like ..... finance, marketing & HR.  
 a) Production    b) Price    c) Promotion    d) Place
33. .... environment studies human population with reference to its size density & literacy.  
 a) Demographic    b) Psychographic    c) Sociographic    d) Physiographic
34. .... is an external strategy for growth of an organization.  
 a) Merger    b) Amalgamation    c) Absorption    d) Reconstruction
35. Automobile co. joining with an automobile parts supplier is an example of ..... Industry.  
 a) Vertical    b) Horizontal    c) Production    d) Marketing
36. A merger between coca coal & Pespi co. is an example of ..... merger.  
 a) Horizontal    b) Vertical    c) Marketing    d) Production
37. .... Is a temporary partnership between two or more co. to achieve certain objective.  
 a) Joint Venture    b) Amalgamation    c) Reconstruction    d) Absorption
38. After the purpose is serve ..... cases to exists.  
 a) Joint Venture    b) Absorption    c) Amalgamation    d) Reconstruction
39. .... strategy means to convert, change or transform a loss making co. into a profit making co.  
 a) Turn Around    b) Joint Venture    c) Merger    d) Amalgamation
40. .... refers to the sale of an asset for financial legal or personal reason.  
 a) Divestment    b) Reinvestment    c) Investment    d) Profit
41. .... of company is the closing down of the company.  
 a) Liquidation    b) Amalgamation    c) Takeover    d) Joint Venture
42. .... choice is the evaluation of alternative strategies & selection of the best alternatives.  
 a) Strategic    b) Marketing    c) Operational    d) Financial

43. .... are the most widely used methods for strategic control.  
a) Budgets                      b) ETOP                      c) SWOT                      d) BCG Matrix
44. .... is a control technique where by actual results are compared with budgets.  
a) Budgetary Control                      b) Financial Control  
c) Balance sheet Control                      d) Economical Control
45. .... mean one co. purchases another for an agreed sum in cash or no. of shares.  
a) Takeover                      b) Amalgamation                      c) Liquidation                      d) Joint Venture
46. .... is one type of instant growth strategies.  
a) Diversification                      b) Turnaround                      c) Restructuring                      d) Merger
47. .... statement answers the question "where we want to be".  
a) Mission                      b) Vision                      c) Objective                      d) Goal
48. .... Strategy is one of the business level strategies.  
a) Differentiation                      b) Human Resources                      c) Financial                      d) Value Creating
49. A ----- is characterized by the purchase of a smaller company by a larger one.  
a) Merger                      b) Joint Venture                      c) Takeover                      d) Amalgamation
50. .... is the most common reason for restructuring a company.  
a) Downsizing                      b) Technology                      c) Buy Outs                      d) Turn Around

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**Ans Key**

1	C	2	D	3	B	4	A
5	D	6	C	7	D	8	A
9	A	10	C	11	B	12	B
13	B	14	D	15	A	16	C
17	C	18	B	19	D	20	C
21	A	22	A	23	A	24	A
25	A	26	A	27	A	28	A
29	A	30	A	31	A	32	A
33	A	34	A	35	A	36	A
37	A	38	A	39	A	40	A
41	A	42	A	43	A	44	A
45	A	46	A	47	B	48	D
49	C	50	a				