**P21COC207 - STRATEGIC MANAGEMENT**

**UNIT – I**

1. Strategic management is the management of an organization is resources to achieve its \_\_\_\_\_\_\_\_\_\_\_\_

a) Profit b**) Goals and objectives**. c) Market share. d) Competitive advantages.

2. The term “Strategy” is borrowed from

**a) Military science**. b) Corporate science. c) Stanford research institute. d) None of the above.

3. The term strategy is derived from a \_\_\_\_\_\_\_\_\_ word ‘ strategos’.

 a) Latin **b) Greek** c) Chinese d) German

4. The term strategy is derived from the word “strategos” which means?

 a)tactics b) leadership **c) generalship** d) management

5. Strategic management is the management of an organizations resources to achieve its \_\_\_\_\_\_\_\_\_\_\_\_

 a) profit **b)goals and objectives** c)market shares d)competitive advantage

6. Which of the following does not include the characteristics of strategic management?

 a) **Reactive** b) multidimensional c) systematic d) dynamic

7. “Strategic Management is a stream of decisions and actions which leads to the development of an effective strategy or strategies to help achieve corporate objectives.” Who said?

a) Boulton b) Sharplin c**) Jauch and Glueck** d) Lloyod L. Byans

8. The strategic management process is the way in which strategists determine objectives and \_\_\_\_\_\_\_\_\_\_\_\_

a) Make planning b) Make coordinating **c) Make strategic decisions** d) Make recording

9. “\_\_\_\_\_\_\_\_\_\_\_\_ is the process of managing the pursuit of organizational mission while managing the relationship of the organization to its environment.”

a)Cost Management b**) Strategic Management**  c) Financial Management d) System Management

10. Strategic Management involves \_\_\_\_\_\_\_\_\_\_\_

**a) The determination of the organisation’s mission, strategic policies and strategic objectives**

b) The determination of prices of the product and service

c) Cost d) Planning with high cost

11. The overall strategy of any firm comprises decision on \_\_\_\_\_\_\_\_\_\_\_

a) Customer mix b) Product mix c) Objectives d**) All of these**

12. Strategy deals \_\_\_\_\_\_\_\_\_\_\_\_

a) With demand b) With product c) With cost d**) With choice and direction of an organization**

13. Strategic management is based on \_\_\_\_\_\_\_\_\_\_\_\_

**a) Corporate Objectives** b) Financial Planning c) Cost d) Product

14. Strategic management includes \_\_\_\_\_\_\_\_\_\_\_\_

a) Organisational Mission b) Organisational Objectives c) Organisational Strategies d**) All of these**

15. Match the following \_\_\_\_\_\_\_\_\_\_

**List – I (Level of Strategy)**

A. Corporate Strategy B. Business level Strategy

C. Functional Strategy D. Operating level Strategy

**List – II (Related to)**

1. Top Management 2. Manager 3. Operator 4. Supervisor 5. Customer

 A B C D

**a) 1 2 3 4**

b) 1 3 5 4

c) 1 3 2 5

d) 4 1 3 2

16. Strategic management begins with \_\_\_\_\_\_\_\_\_\_\_\_

**a) A mission** b) A Plan or Planning c) Product d) Building

17. The process of strategy management starts with \_\_\_\_\_\_\_\_\_\_\_\_

a) determination of product b) determination of price **c) determination of mission** d) Firm

18. Which is the Strategic Management Concept ?

a) **Vision** b) Mission $\downright $ c) Feed back d) Mission

 $\downright \downright \downright \downright $

 **Mission** Vision Vision Profit

 $\downright \downright \downright \downright $

 **Goals**  Budget Budget Task

 $\downright \downright \downright $

 **Objectives** Goals Goals

 $\downright \downright \downright $

 **Plans**  Profit Profit

 $ \downright $ $\downright $

 Task Mission

 $ \downright $

 Action

19. Strategic management does not involve \_\_\_\_\_\_\_\_\_\_\_\_

 a) setting objectives b) analyzing the competitive environment

 c) analyzing internal organization **d) analyzing the external organization**

**20.** \_\_\_\_\_\_\_\_\_ensures that management roles out of the strategies across the organization

 a) HR department b) operating management **c) Strategic Management** d) all of the above

21. Different levels of strategic decision making and strategic formulation in any organization does not include\_\_\_\_\_\_\_\_

 **a) Financial** b) Corporate c) functional d) Business

22. Which one of the following is not a primary task of strategic management?

a) Establishing strategic management.

b) Developing the steps to follows in implementing operational level plans.

c) Defining the business and developing a mission.

**d) Developing a strategy**.

23. Strategic -management audit is known as :

**a) Environmental Scanning**. b) Strategy formulation. c) Strategy control. d) strategy evaluation.

24. Which of the following denotes the characteristics of Strategic management?

 a) decentralization b) wide-span of management

 c) **searching for new sources of advantage** d) multi operational

25. The bargaining power of suppliers depends on

a) The threats of new entrants or substitute product to the supplier's industry.

b) Whether switching costs for customers would be high.

c) The number of customers in the industry.

**d) All of the above.**

26. Corporate governance is primary guided by\_\_\_\_\_\_\_\_\_\_\_ .

a) Customers. b) Shareholders. c) Employees. **d) Board of directors**.

27.\_\_\_\_\_\_\_\_\_\_\_\_evaluate or measures a company performance against planned or social objectives or goals.

**a) Social audit**. b) Strategic intent. c) Strategic audit. d) strategic review.

28. Which one of the following is at the core of strategic management?

 a) Choosing which organizational objectives to focus on

 b) Being alert for opportunities to change work responsibilities

 c)  **adapting the organization to a changing external environment**

d) choosing whether to make decisions autocratically or on the basis of participation.

29.\_\_\_\_\_\_\_\_\_\_\_are the means by which long term objectives will be achieved.

**a) Strategies**. b) Policies c) Opportunities. d) Strength.

30. Corporate level strategy deals with \_\_\_\_\_\_\_\_\_ .

a) Objectives of specific operations. **b) Objectives of the corporate.**

c) Objectives of specific functions. d) Objectives of single strategic business units.

31. Marketing strategy is a \_\_\_\_\_\_\_\_\_\_\_\_type of strategy.

a) Corporate strategy b) Growth strategy **c) Functional strategy** d) Business strategy.

32. The basic activities of strategic management include:

a) offense, defense and control

b) **situation analysis, strategy formulation, strategy implementation and evaluation**

c) development, control and management

d) ethics, management and practice

33. Strategic choice helps in \_\_\_.

a) **defining roles and responsibilities** b) adversely affect corporate image

c) restrict growth and expansion d) mismanagemet

34. The word tactics is most likely to be associated with\_\_\_\_\_\_\_\_ .

a) Business strategy b) Corporate strategy. **c) Operating strategy** d) All of the above.

35. Competitors are more likely to respond to competitive actions that are taken by\_\_\_\_\_\_\_\_.

a) differentiators b) large companies c) first movers **d) market leaders**

36. What are the guides to decision making?

a) Procedures. b) Rules. **c) Policies.** d) Goals.

37. A strategy is a company’s \_\_\_.

a) value statement b) pricing policy c**) game plan to outsmart competitor**

d) long term objective

38. Which of the following is not a characteristic of strategic management?

**a) Reactive**. b) Multidimensional. c) Systematic. d) Dynamic.

39.\_\_\_\_\_\_\_\_\_\_\_\_ are generally known as profit centre.

**a) SBU**  b) PTA c) IAS d)CEO

40. Strategic decisions are not delegated too\_\_\_\_\_\_\_\_ in the organisation.

a) High. b) Medium. c) Demand. **d) Low**

41.\_\_\_\_\_\_\_\_\_\_strategy is not the sum total of business strategies of the firm, but it deals with different subject matter.

a) Business level. **b) Corporate level**. c) Strategy level. d) Marketing level.

42. Which strategy will be used by an organisation that is in more than one line of business?

a) Business level strategy b) Contemporary level strategy.

**c) Corporate level strategy** d) SBU level strategy.

43. The different levels of strategic include \_\_\_\_\_\_\_\_.

a) corporate level and business level b) corporate level and functional level

c) business level and functional level **d) corporate ,business and functional level**

44. Business level strategy is in fact the SBU level strategy and it is also called\_\_\_\_\_\_\_ .

a) Corporate strategy b) Business strategy. **c) Competitive strategy** d) Contemporary strategy.

45. The term \_\_\_\_\_\_connotes to achieve maneuvering a desired end, and this is a popular usage in battles.

a) Strategy **b) Tactics**. c) Corporate. d) SBU.

46. Strategy consultants usually have considerable industry knowledge and are expected to assess \_\_\_\_\_\_\_\_\_\_level business issues objectively.

a) Middle b) Low **c) High**  d) None of these

47. The acronym SWOT stands for

a) special weapons for operational timeliness b) services, worldwide optimization and transport

c) strengths worldwide overcome threats **d) strengths, weakness, opportunities and threats**

48. Which of the following is not a major element of the strategic management process?

a) formulating strategy b) implementing strategyc) Evaluating strategy **d) Assigning administrative tasks**

49. Competitive advantage can best be described as\_\_\_\_\_\_\_\_

**a) increased efficiency**  b) what set an organization apart

c) a strength of the organization d) intangible resources

51. Which of the following defines how each individual business unit will achieve its mission?

**a) Business strategy** b) corporate strategy c) functional strategy d) national strategy

52. Which of the following is not a primary task of strategic managers?

a) Establishing strategic objectives b) Developing a strategy

**c) Developing the steps to follow in implementing operational level plans**

d) Defining the business and developing a mission

53. The primary focus of strategic management is \_\_\_\_\_\_\_\_.

a) strategic analysis b) total organizations c) strategy formulation **d) strategy implementation**

54. The corporate level is where top management directs\_\_\_\_\_\_\_\_.

 a) all employees for orientation b)its efforts to stabilize recruitment needs

**c) overall strategy for the entire organization** d)overall sales projections

55. The strategic planning process can actively contribute to the \_\_\_\_\_\_\_\_\_\_\_\_of organization.

a) short term planning **b) long term planning** c) middle level planning d) none of these

56. \_\_\_\_\_\_\_\_\_\_\_\_is concerned with tracking the strategy as it being implemented.

a) Management control b) level of strategy c) strategy formulation **d) strategy control**

57. Which of the following defines what business the firm is or should be in?

a) Business strategy **b) corporate strategy** c) functional strategy d) national strategy

58. 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

59. Strategic management involves the \_\_\_\_\_\_\_ directing \_\_\_\_\_\_\_and controlling of a company’s strategy related decisions and actions.

a) financing, marketing b) planning , financing **c) planning, organizing** d) marketing, planning

60. A strategy is a company’s \_\_\_\_\_\_\_\_.

a) value statement b) pricing policy **c) game plan to outsmart competitor** d) long term objectives

**UNIT - 2**

1. What is meant by the term “Stakeholder”?

a) A person who is not related with a business **b) A person who is related to business**

c) Systematic d) Stable

2. The goal of the organisation \_\_\_\_\_\_\_\_\_is to capture the heart and mind of employees, challenge them, and evoke their emotions and dreams.

**a) Vision** b) Mission c) Culture d) strategy

3. Long –term objectives should be all of the following except:

a) Measurable **b) Continually changing** c) Reasonable d) Challenging

4. Which group would be classified as a stakeholder?

a) Creditors b) Banks c) Suppliers  **d) All of these**

5. Annual objectives \_\_\_\_ .

a) Need not to be consistent b) Should be easily achievable

**c) Should be measurable** d) Should be confidential and not be communicated throughout the organization

6. What are the means by which long-term objectives will be achieved?

**a) Strategies** b) Strengths c) Weaknesses d) Policies

7. Which of the following statement of an organisation can be identified to link its activities to the needs of the society and legitimizes its existence?

a) Vision statement b) Corporate philosophy statement

**c) Mission statement** d) Services

8. A statement which defines the role that an organization plays in a society is \_\_\_\_\_\_\_.

**a) Mission** b) Goals c) Objectives d) Vision

9. Which of the following is not a stage of strategy Formulation technique?

a) Formulation Framework **b) Matching Stage**

c) External Factor Evolution d) Decision Stage

10. Strategy Formulation concept and tools \_\_\_ .

**a) Do not differ greatly for different size and type of organizations**

b) Differ greatly for different size and type of Organizations.

c) Do not differ greatly for profit or Nonprofit organizations but differ in small and large organizations .

d) None of the mentioned options.

11. Which of these Basic questions should a Mission statement answer?

a) Who are our competitors? b) What is an organization?

 c) Why do we exist? **d) Both b) and c)**

12. Which of the following encompasses the broad aim of the organization, and defines what for the organizational strives?

**a) Organisational mission** b) Planning c) Business level d) Polices.

13. Which of the following is defined as an Action-Based Statement that declares the purpose of an organization and how they serve their customers?

a) Vision statement b) Operational statement **c) Mission statement** d) Strategy

14. The Mission statement should be in a \_\_\_\_\_\_\_tone.

**a) Positive** b) Indefinite c) Clear d) Negative

15. A Mission Statement is \_\_\_\_\_\_\_.

a) Full of Enthusiasms b) Marked by grandeur c) Unique and personal **d) All of the above.**

16.\_\_\_\_\_\_\_usually evolves during the inception of a business itself.

**a) Business Mission statement** b) Vision Statement

c) Either of the above d) None of these above

17. Strategy is developed by the visionary chief executive in \_\_\_\_\_\_\_\_\_\_\_ of strategic management.

a) Planning mode b) Adaptive mode

c) Strategic mode **d) Entrepreneurial mode**

18. Stability strategy is a \_\_\_\_\_\_\_\_\_\_\_\_ strategy.

**a) Corporate level** b) Business level c) Functional level d) Strategic level

19. What are the means by which long term objectives will be achieved?

**a) Strategies** b) Policies c) Strength d) Opportunities

20. A possible and desirable future state of an organization is called \_\_\_\_\_\_\_\_ .

a) Mission **b) Vision** c) Strategy implementation d) Strategy formulation

21. \_\_\_\_\_\_ begins with identifying the industry’s dominant economic features and forming a picture of the industry landscape.

a) Organizational analysis **b) Industry analysis** c) Environmental analysis d) Competitive analysis

22. Strategy creation involves three stands which of the following is not one of the three stands?

a) Planning b) Vision **c) Entrepreneurship** d) Emergent strategies

23. The vision and mission statement can often be found\_\_\_\_\_\_\_\_.

a) in the SEC reports **b) in annual reports** c) on customer receipts d) on suppliers invoices

24. In business, \_\_\_\_\_\_\_\_\_\_\_ generally refers to the fight for market share which serves the same basic customer needs.

**a) Competition** b) Composition c) Rivalry d) None of the above

25. Which of the following is not one of the three elements of strategy creation?

**a) Sales** b) Innovation c) Planning d) Leadership

26. A young industry that is beginning to form is considered to be in \_\_\_\_\_\_\_\_\_\_\_Stage.

**a) Introduction** b) Growth c) Shakeout d) Maturity

27. When an industry relies heavily on government contracts, which forecasts can be the most important part of an external audit?

a) Economics **b) Political** c) Technological d) Competitive

28. Which of the following is not an entry barrier to an industry?

a) Expected competitor retaliation b) Economies of scale

c) Customer production loyalty **d) Bargaining power of suppliers**

29. Internal analysis enables of firm to determine what the firm \_\_\_ .

a) can do b) will do c) should do d) might do

30. An external analysis enable a firm to determine what the firm.

 **a) can do** b) should do c) will do d) might do

31. The information from an industry analysis regarding the attractiveness of a market is important in determining \_\_\_\_\_\_\_\_\_.

 a) The main goal of marketing campaign

 b) The appropriate investment level of the organisation in all the levels.

 **c) The appropriate investment level of the organization in that specific market**

 d) None of them

32. Porter’s five forces is an industry analysis model. The five forces are: Inter rivalry of competitors, bargaining power of customers, bargaining power of suppliers, threat of new entrants and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) Barriers to entry b) Threat of competitors c) Brand strength d**) threat of substitutes**

33. Generally industries are more attractive when the threat of substitute is

a) High **b) Low** c) Neutral (neither high or low)

d) High for manufacturing firms and low for service firms

34. What is referred to the degree of concentration within the industry?

a) Market structure b) Market paradigm **c) Market concentration** d) Monopoly power

35. Industry analysis should include information on \_\_\_\_\_\_\_\_\_ .

a) Market size of competitor’s product b) Growth rate of suppliers

c) New product entry **d) Economic conditions**

36. In general, industries are more attractive when the \_\_\_\_\_\_.

a) Majority of the threats are high b) Majority of the threats are low

c) Threat of each of the forces high. **d) Threat of each of the five forces is low**

37. Which of the following is not one of Michael porter’s five forces of industry analysis?

**a) Complements** b) Competition c) Supplier power d) Substitutes

38. The Competition as a whole is analyzed in \_\_\_\_\_\_\_.

**a) The Industry analysis** b) The competitors analysis

c) The customer analysis d) All answers are incorrect

39. A mission statement contains an organization’s \_\_\_\_\_\_\_\_\_\_\_\_.

a) Deadlines and targets **b) Identify and purpose** c) Operational plan d) Diversity policy

40. It is important for an organisation to have a mission statement to \_\_\_\_ .

 **a) Inform Stakeholders** b) Set boundaries c) Allocate budget d) Ensure viability

41. What is the purpose of organizational aims and objective?

a) To prevent takeovers **b) To provide direction to staff**

c) To set staff limits of authority d) To give a brief overview of ideas

42. What are the elements that a mission statement of an organization should include?

a) Sets guidelines for business operations

**b) Identifies the reasons for existence of a company and its responsibilities to the stakeholders**

c) Identifies the firms customers and their needs and matches them with products and services

d) All the above

43. Which of the following is not a key element of a mission statement?

 a) Obligation to stakeholders b) Scope of the business c) View of the future **d) Quality policy**

44. A mission statement identifies the scope of a firm’s operations, product and \_\_\_\_\_\_\_\_ .

a) Service terms b) Identify terms **c) Market terms** d) All the above

45. What is the starting point of strategic intent?

a) Goals b) Objective **c) Vision** d) Mission

46.The fundamental purpose for the existence of any organization is described by its

 a) Policies **b) Mission** c) Procedure d) Strategy

47. The fundamental purpose of an organization’s mission statement is to \_\_\_ .

a) create a good human relations climate in the organization

**b) define the organization’s purpose in the society**

c) define the operational structure of the organization

d) generate good public relations to the organization

48. 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

49. The \_\_\_\_\_\_\_\_\_\_ of a company is variously called a statement of philosophy, a statement of beliefs and statement of purpose.

 **a) Mission statement** b) Vision statement c) Quality principles d) Policy

50. The vision and mission statement can often be found\_\_\_\_\_\_.

 a) In the SEC report **b) In annual report** c) On customer receipt d) On supplier invoices

51. An effective mission statement \_\_\_\_\_\_\_\_\_.

 a) Usually changed every few month b) Usually changed every few years

 c) Never require revision **d) Stand the test of time and require little revision**

52. Providing jobs for the homeless and unemployed would be an example of \_\_\_\_\_\_\_\_\_\_\_.

 a) Vision statement **b) Mission statement** c) Objectives d) Goals

53. Hierarchy of strategic intent

**a) Vision > mission > goals > objectives > plans**

b) Mission > vision > goals > objectives > plans

c) Plans > vision > mission > goals > objectives

d) Goals > vision > mission

54. Strategic issues require which level of management decisions?

a) Operative **b) Top** c) Front-line d) Middle

55. Strategic intent involve \_\_\_ .

a) Creating and communication b) Designing of mission c) Defining the business **d) All the above**

56. Which of the following resources in used by all organisations to achieve desired objectives?

a) Financial resources b) Physical resources c) Human resources **d) All the above**

57. Competitors are more likely to respond to competitive action that are taken by

a) Differerentiators b) Large companies c) First movers d) Market Leaders

58. Strategy formulation is essential for \_\_\_\_\_\_\_\_\_\_\_.

a) Profit b) Attaining a competitive advantage

c) Market share  **d) Achieving and measuring the attainability goals.**

59. \_\_\_\_\_\_\_\_\_\_\_ is the process of developing the strategy.

**a) Strategy formulation** b) Corporate level strategy c) Troublesome strategies d) Choosing strategies

60. Which of those basic questions should a vision statement answer?

a) What is our business? b) Who are our employees?

c) Why do we exist? **d) What do we want to become?**

 61. Which of the following is not suggested in Porter's five forces model?

I. The threat of new entrants to the industry.

II. The threat of substitute product or services.

III. The bargaining power of customers.

IV. The bargaining power of suppliers.

a) (I) and (IV) only. b) (II) and (V) only c) All of the above. **d) None.**

**62.** What is the starting point of strategic intent?

a) Goals. b) Objectives. c) Mission. **d) vision.**

63. The role of stakeholders influences \_\_\_\_ .

a) Direct management **b) Decision making**  c) Investment d) All of the above.

**Unit – 3**

1. The blue ocean strategy was suggested by

a) Henry Fayol b) Peter Drucker **c) Renee Mauborgne** d) Abraham Maslow

2. Which of the following is a trait of blue ocean strategy?

a) Beat the competition **b) Create and capture new demand**

c) Exploit existing demand d) Compete in existing market space

3. One of the basic strategies for BOS is “Raise”. What do companies need to raise?

a) Factor that are of low values to consumers

**b) Existing factors that are valued by customers**

c) New factors that are of high value to customers

d) Factors that are low value but customers still want them.

4. Blue ocean leadership focuses on \_\_\_\_\_\_\_\_\_\_\_ leaders need to undertake to boost their team motivation and business results.

a) Behavioural traits b) Values and qualities

**c) Acts and activities** d) Complete solution

5. Create and capture new demand is

a) Red ocean strategy b) Management strategy

**c) Blue ocean strategy** d) Strategy canvas

6. One of the methods in blue ocean strategy involves:

**a) Looking across chain of buyers**  b) Pattern for constructing

c) Great deal of activity d) All of these

7. . \_\_\_\_\_\_\_ occurs when an entire company is sold or dissolved.

a) Divestiture strategy b) **Liquidation** c) captive d) all the above

8. During a period of recession, \_\_\_\_\_ strategy is suitable; while \_\_\_\_\_\_ strategy is used during the period of economic expansion and strong competitive positions.

a) growth, stability b) **stability, growth** c) defensive, turn around

d) turn around, defensive.

9. Corporate strategy are the ideas and plans a company has for its \_\_\_\_\_\_\_\_\_\_ .

a) Setting objectives b) Analyzing the environment

c) Present business activities **d) Future business activities**

10. \_\_\_\_\_\_\_\_\_\_\_\_ is part of its plan an organization needs to consider the state of its market price.

a) National strategy **b) Market strategy** c) Corporate strategy d) Competitive strategy

11. Corporate strategy first helps to delineate and then to constrain \_\_\_\_\_\_\_\_\_\_.

**a) Business unit strategies** b) Developing unit strategies

c) Business segment d) None of the above

12. 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

13. Strategy formulation requires \_\_\_\_\_\_\_\_\_\_.

**a) Conceptual intuitive and analytical skills** b) operational skills

c) motivation and leadership skills d) none of these above

14. Forecasting tools can be broadly categorized into two groups those are:

a) Qualitative, Operational b) Quantitative, Operational

**c) Qualitative, Quantitative** d) Regression and time series analysis

15. Strategy formulation is primarily \_\_\_\_\_\_\_\_\_\_.

a) an operational process **b) an intellectual process**

c) an activity undertaken to fulfill needs d) profit making activity

16. The object of portfolio is to reduce \_\_\_\_\_\_\_\_\_\_\_ by diversification.

a) Return b) **Risk** c) Uncertainty d) Percentage

17. The fundamental analysis approach has been associated with

a) **Uncertainties** b) certainties c) Ratios d) Balance sheet

18. \_\_\_\_\_\_\_\_\_\_ analysis provides a simplified picture of price behaviour of a share

a) Fundamental b) Technical c) **Financial**  d) Any

19. \_\_\_\_\_\_\_\_\_ is a combination of various investment products like bonds, share securities, mutual funds and so on.

a) **Portfolio**  b) Investment c) Speculation d) Gambling

20. \_\_\_\_\_\_\_\_ is a method used to evaluate the worth of a security by studying the financial data of the issue.

a) Security analysis b) **Fundamental analysis** c) Performance analysis d) None of the above

21. A group of security is known as \_\_\_\_\_\_\_\_\_\_\_ .

a) Investment b) **Portfolio** c) Security d) Gambling

22. ‘Crisis strategy’ is also known as \_\_\_ .

a) Defensive strategy b) **Root strategy**  c) Strategy for survival d) Recovery strategy

23. A company pursues a growth strategy when

a) It enters new business or market b) Aims at major increase in its current business

c) **Both a & b** d) None of the above

24. Four alternative types of strategy are

a) **Stability, growth, retrenchment, defensive** b) Stability, retrenchment, defensive, combination

c) Divestiture, liquidation, captive, turnaround d) Growth, contingency, captive, stability

25. Two types of behavioural resistance are

a) **Inertial resistance, conscious resistance** b) Beliefs, habits

c) Tactical resistance, perception resistance d) None of the above

26. During a period of recession \_\_\_\_\_\_\_\_\_\_\_\_ is suitable.

a) Growth strategy b) **Defensive strategy** c) Stability strategy d) All of the above

27. Stability strategy is a \_\_\_\_\_\_\_\_\_\_ strategy

**a) Corporate level** b) Business level c)Functional level d) Strategic level

28. A small company may also adopt a \_\_\_\_ ,

a) **Growth strategy** b) Skimming strategy c) Competitive strategy d) None of the above

 29. A small company with extra capital may use an \_\_\_\_ .

a) Purchasing strategy b) Defensive strategy c) Recovery strategy d) **Acquisition strategy**

30. BCG stands for

a) Boston calmette group b) British consulting group

c) Boston corporate group d) **Boston consulting group**

31. What does Dog symbolize in BCG Matrix?

a) Introduction b) Growth c) Maturity d) **Decline**

32. What does stars symbolize in BCG Matrix?

a) Introduction b) **Growth** c) Maturity d) Decline

33. What does Question mark symbolize in BCG Matrix?

a) **Remain Diversified** b) Invest c) Stable d) Liquidate

34.What do cash cows symbolize in BCG Matrix?

a) Remain Diversified b) Invest c) **Stable**  d) Liquidate

35. In strategic thinking how long is the long term approximately?

a) 1 month to 1 year b) 2 to 3 year c) 3 to 5 year d) **More than 5 years**

36. Low cost differentiation and focus are example of

a) Corporate Strategy b) Operational Strategy c) **Business Strategy** d) Functional strategy

37. The word tactics is most likely to be associated of with

a) Business strategy b) Corporate strategy c) **Operational strategy** d) All of the above

38. How many cells are in a SWOT Matrix?

a) **9** b) 6 c) 3 d) 2

39. Strategies business units\_\_\_\_\_\_\_\_\_\_

a) Are found in one – business organizations b) Carry out strategies assigned by the CEO

**c) Develop their own unique way of competing**

d) Implement the marketing function’s strategic planning and management decision

40. \_\_\_\_\_\_\_\_\_\_ strategies are also known as grand or root strategies.

a**) Corporate** b) Business c) Functional d) Operational

41. In BCG Matrix, what is the label of the horizontal axis?

a) Industry growth rate b) **Market share** c) Market growth rate d) business strength

42. Which of the following is NOT ‘internal environment considerations’?

a) Operational inefficiencies b) **Changes in consumer taste**

c) Employee morale d) Constraints form financial issues.

43. Which of the following is not ‘external environment considerations’?

a) Political trends b) Economic shifts

c) **Operational inefficiencies** d) Changes in consumer taste

44. Strategists must ask themselves question such as

a) Is our strategy failing or succeeding?

b) Does our strategy align with our vision, mission and values?

c) Will we meet our set goals? d) **All of the above**

45. Potential strategic alternatives include \_\_\_\_\_\_\_\_\_\_\_\_\_.

a) Changes in capital structure b) Changes in supply chain management

c) Changes in business process d) **All of the above**

46. The low growth low share business in BCG matrix are:

a) Cows b) **Dogs**  c) Cats d) Question marks

47. Which of the following SWOT elements are internal factors for a business?

a) **Strength and Weakness** b) Opportunities and Threats

c) Strength and Opportunities d) Strength and Threats

48.\_\_\_\_\_\_\_\_\_\_\_\_is the foundation of blue ocean strategy.

a) innovation b) value creation **c) value innovation** d) value cost trade-off

49. During a period of recession, \_\_\_\_ strategy is suitable, while \_\_\_\_ strategy is used during the period of economic expansion and strong competitive positions.

a. **stability, growth** b. growth, stability

c. defensive, turnaround c. turnaround, defensive

50. An organization that has a low relative market share position and competes in a slow growth industry is referred to as a \_\_\_\_\_\_\_\_\_ .

**a) Dog** b) Question mark c) Star d) Cash cows

51. The BCG matrix is based on

a) Industry attractiveness & business strength b) Industry growth rate & business strength

c) Industry attractiveness & relative market share **d) Industry growth rate & relative market share.**

52. A business giant in hotel industry decides to enter into dairy business. In the

 context of Ansoff’s product-market growth matrix, identify, the type of growth

 strategies followed for the given case.

a) Market development b) Product development **c) Diversification** d) Market penetration

53. The BCG matrix is based on

a) Industry attractiveness and business strength b) Industry growth rate and business strength

c) Industry attractiveness and relative market share **d) Industry growth rate and relative market share.**

54. Which of the following focuses on supporting the corporate and business strategies?

 a) Competitive strategy b) Corporate strategy  **c) Operational strategy**  d) Mission strategy

55. Marketing strategy is a \_\_\_\_\_\_\_\_\_\_ type of strategy.

a) Business level b) Growth strategy c) Corporate strategy **d) Functional strategy**

56. Low cost, differentiation and focus are examples of \_\_\_\_\_ strategies.

a) Corporate b) Operational c) **Business**  d) Functional

57. Corporate level strategy deals with objectives of \_\_\_\_\_\_\_\_\_\_.

a) Specific functions b) simple strategies barriers **c) the corporate** d) Specific operations

58. What do cash cows symbolize in BCG Matrix?

a) Diversified b) invest **c) Stable** d) Liquidate

59. Divestment is \_\_\_\_\_\_\_\_\_\_ reduction strategy.

**a) asset** b) Weakness c) Product d) Cost

60. Selling all of a company’s asset in parts for their tangible worth is called \_\_\_\_ .

a) Divestiture b) Concentric diversification **c) Liquidation** d) unrelated integration

61. A question for business level strategy would be\_\_\_\_\_\_\_\_\_\_

a) Which industries do we want to be in? b) How should the business be related?

**c) How should the business compete in its market?**

d) How should resources be shared amongst the businesses?

 62. \_\_\_\_\_\_\_\_\_\_\_\_ is a type of merger that makes place when there is a combination of two or more companies in the same business or product group or product.

a) Vertical merger. **b) Horizontal merger**. c) Synergic merger. d) Concentric merger.

63. Buying another company by one company means \_\_\_ .

a) Joint venture. **b) Acquisition**. c) Merger. d) Amalgamation.

64. Which one of the following is not included in the porter’s five forces model?

a) potential development of substitute products **b) Bargaining power of suppliers**

c) rivalry among stockholders d)rivalry among competing firms

65. When two organizations combine to increase their strength and financial gains, it is called \_\_\_\_\_\_\_\_\_.

a) Takeover b) Liquidation **c) Merger**  d) Acquisition

**UNIT - 4**

1. Organising means an identifiable group of people contributing their efforts towards the attainment of same goal. It is important at the time of \_\_\_\_\_\_ .

 a) Environmental scanning b) Strategy formulation c) **Strategy implementation** d) Strategy evaluation

2. The 7 S model is also known as \_\_\_\_\_\_\_\_\_\_\_\_\_ model.

 a) Porters b) Force 7s c) Mc Kinseys d) Robust 7s

3. Mc Kinseys model identified seven \_\_\_\_\_\_\_ of an organisation that need to align for it to be successful.

a) Resources b) Internal elements c) External elements d) Strategies

4. The 7 S in Mc Kinseys model is classified in two types as

a) Direct & indirect b) Hard & soft c) Internal & external d) None of the above

5. \_\_\_\_\_\_\_\_\_\_\_\_ structure is highly informal and the coordination of tasks is accomplished by direct supervision.

**a) Entrepreneurial**  b) Divisional c) Functional d) SBU

6. The \_\_\_\_\_\_\_\_\_ structure can be organized in one of four ways by geographic area, by product or service, by customer, or by process.

a) Entrepreneurial **b) Divisional**  c) Functional d) SBU

7. \_\_\_\_\_\_\_\_ structure facilitates strategy implementation by improving coordination between similar divisions and making accountability to different business units.

a) Entrepreneurial b) Divisional c) Functional **d) SBU**

8. A matrix organizational structure is a hybrid of \_\_\_\_\_\_\_\_\_\_&\_\_\_\_\_\_\_\_\_\_\_ structures.

 a) Functional & divisional **b) Functional & project based**

 c) Divisional & SBU d) Functional & SBU

9. In matrix organizational structure, you can see two command structures namely \_\_\_ .

 a) Weak and strong b) Balance and imbalance

 **c) Vertical and horizontal** d) Formal and informal

10. In the five forces framework, the term ‘threat of entrants’ means the possibility of \_\_.

 a) an existing competitor capturing the entire market.

 b) an existing competitor withdrawing from the market.

 **c) a new competitor entering the market.**

 d) a potential competitor entering a different market.

11. Which of these is not a reason for why employees resist the implementation of strategic changes?

 a) Anxiety regarding stress **b) Lack of strategic resources**

 c) Lack of knowledge d) Poor strategic leadership

12. Strategy implementation activities include \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) Conducting research b) Measuring performance

c) Preparing a TOWS matrix **d) Establishing annual objectives**

13. Which of the following requires a firm to establish annual objectives, devise policies, motivates employees and allocate resources for the execution of strategies?

a) Strategy formulation b) Strategy evaluation & control

**c) Strategy implementation** d) Strategy estimation

14. \_\_\_\_\_\_\_\_\_\_ is a process through which a strategy is put into action.

a) Strategy analysis **b) Strategic implementation** c) SWOT analysis d) Strategic turnaround

15. Strategic implementation is \_\_\_\_\_\_\_\_\_\_\_\_.

**a) Translating a strategic decision into action.**

b) Crafting a combination of strategies and picking out the best one.

c) an intellectual process d) Easier and less time consuming

16. Strategy implementation focuses on \_\_\_\_\_\_\_\_\_\_\_.

**a) Efficiency** b) Co-ordination c) Crafting of strategies d) Supporting factors

17. Which of the following is not included in McKinsey’s 7-S?

a) Strategy b) Structure c) System **d) Safety**

18. Mc Kinsey’s 7-s are shared values, structure, systems, style, \_\_\_\_, \_\_\_\_\_ and\_\_\_\_\_\_.

a) Strategy, service and specialization **b) Strategy, staff and skills**

c) Service, stock and staff d) Specialization, skills and standards

19. Which of the following is hard ‘S’ as per Mc Kinsey?.

a) Staff b) Style **c) Strategy** d) Skills

20. Which of the following is soft ‘S’ as per Mc Kinsey?

a) Staff **b) Shared values** c) Strategy d) Skills

21. \_\_\_\_\_\_\_\_\_\_ are at the core of McKinsey 7-s model.

a) Staff **b) Shared values** c) Strategy d) Skills

22.Which one of the following is not included in leadership styles?

a) Risk taking b) technocracy c) **rigidness**  d) participation

23. \_\_\_\_\_\_\_\_\_\_ is a set of assumptions, beliefs, values and norms which are shared by people in the organisation.

a) Strategy execution **b) Organisational culture** c) Merger d) Acquisation

24. Specialisation is a feature of \_\_\_\_\_\_\_\_\_\_\_\_ organizational structure.

a) Matrix b) Divisional c) multi divisional **d) Functional**

25. Strategy formulation has \_\_\_\_\_ with implementation in the sense that total implementation activities are geared according to strategy chosen for implementation.

a) Backward linkage **b) Forward linkage** c) vertical linkage d) horizontal linkage

26. Which one of the following is included in strategy implementation?

**a) Programmes** b) Owner c) Employees d) Finance manager

27. Organisation structure denotes the pattern in which the various parts of the organization are \_\_\_\_ .

a) formulated b) diversified c**) interrelated** d) targeted

28. In practice, the actual organization structure may be a combination of \_\_\_\_ structures.

a) mixed b) **pure** c) both d) none

29. What do you mean by SBU?

a) Small business unit b) **Strategic business unit** c) Security business unit d) Secured business unit

30. \_\_\_\_ structure of organization is created by assigning functional specialists to work on a special project.

a) functional b) divisional c) **matrix** d) entrepreneurial

31. The structure of the organization provides the necessary mechanism for distribution of \_\_\_ and \_\_\_ with in the organization.

a) information and data b) **authority and responsibility**

c) evaluation and control d) motivation and leadership

32. The issues of behavioural implementation are \_\_\_\_.

a) leadership and social responsiveness b) corporate culture and corporate politics

c) **both a and b** d) none of these

33. There are four important issues connected with the behaviour of \_\_\_ impact in strategy implementation.

a) **decision maker** b) leadership c) leadership d) situation

34. Skilled \_\_\_\_ is most essential in strategic management.

a) behaviour b) culture c) **leadership** d) situation

35. Absence of real concepts of leadership is \_\_\_ element evolving around leadership.

a) contingency b) transactional c) transformational d) **anti-leadership**

36. Willingness to take risky decisions is \_\_\_.

a) technocracy b) **risk taking** c) participation d) coercion

37. Sources providing power within an organization is \_\_\_\_ .

a) reward b) coercive c) legitimate d) **all of these**

**38.** \_\_\_\_\_ social responsiveness in decision making process is an important measre to make social responsiveness of business very effective.

a) **Institutionalising** b) formulating c) Framing d) Defining

39. The major issues for policy decision for product are \_\_\_\_\_ .

a) product mix and product positioning b) market segmentation and branding

c)  **both a and b** d) none of these

40. Which of the following is not included in the Behavioural issues relevant for strategy implementation?

a) leadership b) organizational culture

c) **information system** d) social responsibility

41. Legitimate power arises from the ability of managers to use position to \_\_\_\_ .

a) encourage behaviour b) expect power c) **influence behaviour** d) reward power

42. The relationship between structure and strategy is a \_\_\_\_ .

a) one-way traffic b) **two way traffic** c) three way traffic d) none

43. The relationship between strategy and structure can be thought in terms of utilizing structure for \_\_\_\_ .

a) **strategy implementation** b) strategy formulation c) behavioural implementation

d) functional implementation

44. Which one of the following is type of structure in organization?

a) Entrepreneurial b) functional c) divisional d) **all of these**

45. \_\_\_ may be said to consist of securing resources, organizing these resources and directing the use of these resources of the organization.

a) Structural implementation b) Behavioural implementation

c) Functional implementation d) **Strategy implementation**

46. \_\_\_ seeks to distribute decision making and operational authority along functional lines.

a) Entrepreneurial structure b) **Functional structure**

c) matrix structure d) Divisional structure

47. \_\_\_ can be created by adding another level of management in a divisional structure.

a) **SBU organization structure**  b) Functional structure

c) matrix structure d) Divisional structure

48. What is the primary focus of the quality management system?

a) **Customer focus** b) engagement of people c) process approach d) improvement

49. Which of the following is correct for TQM?

a) TQM is a static process b) **Quality strategy in TQM emanates from top.**

c) It is an approach to short term success. d) Used to improve processes not products.

50. Which of the following is not true for communication in TQM?

a**) Three way** b) should be clear c) forceful d) open involvement

51. Which drivers are used in TQM system?

a) Teamwork, participation and customer satisfaction b) Quality tools and techniques

c) Management commitment and vision d) **Competition, survival and export drive**

52. What is included in the quality assessment in TQM?

a) Strategic quality planning b) **Management of process quality**

c) Quality and operational results d) information and analysis

53. Which of the following is not one ‘S’ as per McKinsey?

a) Structure b) Shared values c) **Shared plan** d) staff

54. Change in company’s \_\_\_ gives rise to problems necessitating a new \_\_\_ to be made.

a) Structure, strategy b) **Strategy, structure**

c) Structure, structure d) Strategy, strategy

55. Which of the following is an aspect of implementation that can be changed indirectly if necessary?

a) Organisational structure b) Information Systems

c) **Quality** d) Procedures

56. Systems are formal and informal rules and regulations that complement the company’s \_\_\_\_\_ .

a) strategy b) **structure**  c) system d) environment

57. \_\_\_ is a process of transforming an organization with the help of its people so as to put it in a unique position.

a) market segmentation b) strategy formulation c) **strategy leadership** d) product positioning

58. Values are classified into two categories \_\_\_\_ .

a) **terminal and instrumental** b) formal and informal

c) internal and external d) related and unrelated

59. In functional implementation, which of the following is not included in 4Ps?

a) place b) price c) promotion d) **position**

60. Rokeach has defined \_\_\_ as global beliefs that guide actions and judgements across a variety of situations.

a) Ethics b)  **values** c) ideologies d) strategy

61. \_\_\_ is a participative systematic approach to planning and implementing a constant organizational improvement process.

a) WPM b) TQM c) **SCM** d) QC

62. SCM stands for \_\_\_\_ .

a) Supplier- customer and Money b) Supplier – Customer Management

c) Sales Cost Management d) **Supply Chain Management**

63. The strategic impetus for forward vertical integration is to \_\_\_ .

a) **gain better access to end users and better market visibility**.

b) achieve the same scale economies as a wholesale distributors.

c) control price at the retail level. d) none of these.

**Unit 5**

1. An important activity in \_\_\_\_\_\_\_ is taking correction action.

**a) Strategy evaluation** b) strategic implementation c) Strategy formulation d) strategy leadership.

2. \_\_\_ is concerned with tracking the strategy as it is being implemented.

a) Management control b) level of strategy c)  **Strategic control** d) Strategy formulation

3. The central purpose of strategic evaluation is to evaluate effectiveness of \_\_\_\_ .

a) control system to measure achievements b)  **strategy to achieve organizational objectives**

c) strategies to be implemented effectively d) strategy implementation process

4. Strategy evaluation at the \_\_\_ level involves using qualitative and quantitative performance measures for each functional area.

a) organizational b) operational c)  **functional** d) production

5. By what means should an organization measure its performance?

a) efficiency b) effectiveness c) **economy, efficiency and effectiveness**

d) efficiency and effectiveness

6. \_\_\_ focuses on whether the strategy is being implemented as per plan and the results are those intended.

a) Strategic analysis b) **strategic control** c) strategy formulation d) strategy implementation

7. \_\_\_ involves adopting a combined approach of low cost and high local responsiveness simultaneously by the firm for their product services.

a) International strategy b) Global strategy c) **Transnational strategy** d) all of the above

8. In \_\_\_\_, assumptions are made that customer needs are similar worldwide.

a) Multinational strategy b) **Global strategy**  c) both a and b d) None

9. When there are \_\_\_\_ in the organisation’s environment and other organizations adopt new technology, the organization becomes less cost effective.

a) Marketing changes b) political changes c) social changes d) **technological changes**

10. \_\_\_ reflect in terms of peoples aspirations/their need and their way of workings.

a) Political changes b) **Social changes**  c) Product change d) None

11. An organization may look for outside sources for acquiring a \_\_\_\_\_ .

a) Strategy b) **New technology** c) product d) organizational policy

12. PERT is \_\_\_\_.

a) Programming Enrolled and Review technique b) Programme environment and review technique

c) **Programme Evaluation and Review technique** d) Programme estimate and review technique

13. \_\_\_\_ has economic impact by way of import-export and foreign direct investment.

a) **Globalisation** b) liberalization c) privatization d) all of these

14. \_\_\_\_ element is quite significant adopting a new technology for bringing a new product/service.

a) Investment b) organizational c) **Timing** d) all of these

15. \_\_\_ links a country’s economy with world economy.

a) Competition b) Technology c) Finance d) **Globalisation**

16. Which of the following are barriers in evaluation?

a) Limits of control and resistance to evaluation b) Difficulties in measurement

c) Tendency to rely on short term assessment d) **All of the above**

17. \_\_\_ is a type of strategic control.

a) premise control b) implementation control c) Strategic surveillance d) **all the above**

18. \_\_\_ controls should be used so that a balanced approach to evaluation can be adopted.

a) Long term b) short term c) Both d) None

19. \_\_\_ is the final phase of strategic management.

a) **Strategic evaluation** b) Strategic formulation c) strategic implementation d) all of these

20. CPM is \_\_\_\_.

a) **Critical Path method** b) Controlled path method c) Confidential path method

d) Crossed Path method

21. Controls should monitor only managerial \_\_\_ even if the evaluation is difficult to perform.

a) activities b) results c) **Both a and b**  d) Neither a nor b

22. Premise control and implementation controls are \_\_\_\_ .

a) General in nature b) **specific in nature** c) emergency in nature d) none of these

23. The two aspects of strategy evaluation are \_\_\_\_ .

a) formulation and evaluation b) training and development

c) **evaluation and control** d) framing and analyzing

24. \_\_\_\_ performs the crucial task of keeping the organization on the right track.

a) strategic process b) strategic implementation

c)  **strategic evaluation and control** d) None of these

25. \_\_\_ could be classified into two groups on the basis of the type of environment.

a) Strategic leap control b) **Techniques for strategic control**

c) Strategic momentum control d) Strategic leadership]

26. Which of the following is process of evaluation?

a) Setting performance b) measurement of performance

c) Taking corrective action d) **all of these**

27. \_\_\_\_ aimed at the allocation and use of organizational resources.

a) Strategy control b) Strategic leap control c)  **operational control** d) none of these

28. Preventive control has been advocated by \_\_\_\_\_ .

a) **Weihrich and Koontz** b) Glueck c) Alfred D Chandler d) Gordon & Howell

29. Operational control is inherent in the process of \_\_\_\_ .

a) Budgetary control b)  **Zero based budgeting** c) fund based budgeting d) non zero based budgeting

30. When network techniques are modified for use as a \_\_\_\_\_, they become effective operational controls.

a) **cost accounting system** b) financial accounting system c) control system d) none of these

31. Which one of the following are types of operational control?

a) budgeting b) scheduling c) key success factors d) **all of these**

32. In evaluating strategies, which one of Rumelt’s criteria for evaluating strategies, refers to the need for strategists to examine sets of trends?

a) consistency b) **consonance** c) feasibility d) advantage

33. Out of all the alternatives generated the organization selects the best suitable alternative. This stage in strategic management process is called as \_\_\_\_ .

a) **evaluation** b) means c) ends d) beginning

34. \_\_\_ is the process of determining the effectiveness of a given strategy in achieving the organizational objectives and taking corrective action whenever required.

a) **Strategy evaluation and control** b) Strategy formulation c) Strategy implementation d) Strategy making

35. Strategy evaluation at the \_\_\_\_ level involves using specific performance measures qualitative and quantitative for each functional area.

a) organizational b) operational c) **functional**  d) production

36. Which of these is/are a basic activity of strategy evaluation?

a) Reviewing the internal and external factors that represent the bases of current strategies.

b) Measuring organizational performance c) Taking corrective actions d) **all of the above**

37. The purpose of strategy evaluation is to \_\_\_\_ .

a) increase the budget annually b) make budget changes

c) **alert management to problems or potential problems** d) evaluate employees’ performance

38. The actual performance deviates positively over the budgeted performance. This is an indication of \_\_\_ performance.

a) **Superior**  b) inferior c) constant d) any of the above

39. Criteria for making an evaluation is \_\_\_\_ .

a) consistency with goals b) consistency with environment c) money d) **all of the above**

40. \_\_\_ types of information is/are required by the control process.

a) planned performance b) variances c) reasons d) **all of the above**

41. \_\_\_ is designed to monitor a broad range of events inside and outside the company that are likely to threaten a firm’s strategy.

a) **Strategic surveillance** b) Strategic planning c) both a and b d) None

42. Efficiency means ‘doing the things rightly’ and effectiveness means \_\_\_ .

a) **doing the right things** b) doing evaluation c) doing the measurement d) doing control

43. Strategic controls are early warning systems and differ from \_\_\_ .

a) premise control b) special alert control c) **post-action control** d) steering control

44. A strategy may be valid only as long as the \_\_\_\_ remain valid.

a) **planning premises** b) project implementation c) resource allocation d) control

45. Those who participate in strategy formulation and implementation should also participate in \_\_\_\_

a) Strategic management b) Crisis management

c) Strategic intent d) **Strategic evaluation and control**

46. Board of directors of a company being the trustee of \_\_\_ is directly answerable to them.

a) Creditors b) bankers c) **Shareholders** d) Debenture holders

47. The role of \_\_\_ is limited to control those aspects of the organization functioning which have long term implications.

a) **Board of directors** b) chartered accountant c) Creditors d) all the above

48. \_\_\_ of an organization is responsible for overall performance.

a) Board of directors b) **Chief executive** c) Functional manager d) all the above

49. \_\_\_ aims at monitoring the process of various activities undertaken to implement a strategy.

a) Premise control b) **implementation control** c) strategic surveillance d) special alert control

50. Resource allocation for projects/fixed assets is done by \_\_\_\_ .

a) Functional budgeting b) operational budgeting c)  **capital budgeting** d) all of the above

51. \_\_\_ helps in optimum utilization of facilities.

a) controlling b) correcting c) **scheduling** d) planning

52. Delay in \_\_\_ measurement defeats the purpose of evaluation.

a) time b) **quality** c) production d) all of the above

53. \_\_\_ and greater accountability replace formal control.

a) Self discipline b) Self appraisal c) both a and b d) None of the above

54. \_\_\_ is used extensively in organization and is concerned with action or performance.

a) operational control b) production control c) quality control d) all the above

55. Globalisation implies the linkage of a nation’s market with the \_\_\_\_.

a) national market b) **global market** c) new issue market d) secondary market

56. FDI is \_\_\_\_.

a) Foreign Diversification Investment b) **Foreign Direct investment**

c) Finance Diversification Investment d) Foreign Dealings investment

57. \_\_\_ is an important factor which has facilitated the globalization process.

a) Service b) Developing c) **Technology** d) Goods and service

58. \_\_\_ level management is more concerned with day-to-day operational control and prepare report.

a) **higher** b) middle c) lower d) functional

59. The actual performance will not exactly tally with the \_\_\_ performance.

a) budgeted b) non-budgeted c) standard d) all the above

60. Which of the following is not barrier in strategic control?

a) Motivational problem b) psychological problem c) operational problem d) **transportation problem**