

Paper 7B Strategic Management (New Course)

1. Competitive landscape requires the application of-
 - a) Competitive advantage
 - b) Competitive strategy
 - c) Competitive acumen
 - d) Competitive intelligence
2. 'Determinants Analysis' falls in the purview of?-
 - a) External competitive strategy analysis
 - b) Internal competitive strategy analysis
 - c) Strategic risk
 - d) Competitive landscape
3. The concept of 'core competence' has been advocated by-
 - a) Gary Hamel and Peter Drucker
 - b) C.K. Prahalad and Gary Hamel
 - c) C.K. Prahalad and Michael Porter
 - d) C.K. Prahalad and Peter Drucker
4. Corporate level strategy is concerned with the following-
 - a) How do we want to compete?
 - b) Where do we want to compete?
 - c) How to support the strategy implementation?
 - d) All of the above
5. 'Customer Analysis' and 'Market Analysis' are the part of-
 - a) Internal analysis
 - b) Strategy identification and selection
 - c) External Analysis
 - d) None of the above
6. 'Strategic group mapping' involves-
 - a) Identifying the strongest rival companies
 - b) Identifying weakest rival companies
 - c) Identifying weakest and strongest rival companies
 - d) None of the above
7. 'Attractiveness of firms' while conducting industry analysis should be seen in-
 - a) Relative terms
 - b) Absolute terms
 - c) Comparative terms
 - d) All of the above

8. Which of the following is true of a transnational Corporation:
- a) They have subsidiaries but do not have centralized management system
 - b) They have no subsidiaries but have centralized management system
 - c) They do not have subsidiaries and do not have centralized management system
 - d) They have subsidiaries and have a centralized management system
9. A campaign advocating the message of 'SAVE WATER' is:
- a) Services Marketing
 - b) Holistic marketing
 - c) Social Marketing
 - d) Direct Marketing
10. Entering into a 'contract' by MNCs is an example of:
- a) Partial Ownership Alliance
 - b) Joint Venture Alliance
 - c) Non-Equity Alliance
 - d) Joint Ownership Alliance
11. "Competitor's Differentiation", Customer Value' and 'Application of Competitiveness' are the three important areas of:
- a) Value Chain Analysis
 - b) Business Process Re-engineering
 - c) Competitor Analysis
 - d) Core Competence Concept
12. 'Inbound and Outbound logistics' are related to:
- a) Supply Chain Management
 - b) Logistics Management
 - c) Value Chain Analysis
 - d) All of the above
13. A tool by which management identifies and evaluates the various businesses that make up a company is termed as:
- a) Value Chain Analysis
 - b) Portfolio Analysis
 - c) Competition Analysis
 - d) Strategic Analysis
14. 'Build,' 'Hold,' 'Harvest,' and 'Divest' are the strategies pursued in:
- a) Boston Consulting Group Growth Share Matrix
 - b) Value chain Analysis
 - c) Managerial Grid Matrix
 - d) Ansoff's Product Matrix Growth Matrix

15. The low growth, low share businesses in BCG matrix are:
- Cows
 - Dogs
 - Cats
 - Question Marks
16. An advertisement says, 'Have Roohafza with milk and lassi too'. Which strategy is the company trying to use:
- Market Development
 - Product Development
 - Market Penetration
 - All of the above
17. ADL matrix has been propounded by:
- Arthur D. Lowey
 - Arthur D. Little
 - Arthur D. Levin
 - Arthur D. Louise
18. Geographical Diversification, Product diversification and Entry Mode are the domains of:
- Functional Strategy
 - Business Strategy
 - Corporate Strategy
 - All of the Above
19. Which of the following bases of competitive advantage is/are more sustainable:
- Benefit-based competitive advantage
 - Price-based competitive advantage
 - Cost-based competitive advantage
 - All of the above
20. The Niche strategy is the best way to enter a:
- New market
 - Growing market
 - Matured market
 - None of the above

Answer Key

1	D	6	C	11	D	16	C
2	A	7	A	12	D	17	B
3	B	8	C	13	B	18	C
4	B	9	C	14	A	19	A
5	C	10	C	15	B	20	C