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MCQ ON STRATEGIC MANAGEMENT

1. A supplier group is powerful if
 - A. it is not concentrated.
 - B. its customers can backward integrate.
 - C. it offers unique products.**
 - D. there are no switching costs.

2. A company's actual strategy is
 - A. mostly hidden to outside view and is known only to top-level managers.
 - B. partly proactive and partly reactive to changing circumstances.**
 - C. typically planned well in advance and usually deviates little from the planned set of actions and business approaches because of the risks of making on-the-spot changes.
 - D. mostly a function of the strategies being used by rival companies (particularly those companies that are industry leaders).

3. Board of directors has certain basic tasks as follows:
 - A. To monitor plans and programs of production.
 - B. To design the course of strategic options and appointment of top management.**
 - C. To control utilization of resources.
 - D. To monitor courses of actions for marketing management.

4. A Strategic Business Unit (SBU) is defined as a division of an organization:
 - A. That helps in the marketing operation.
 - B. That helps in the choice of technology.
 - C. That enables managers to have better control over the resources.**
 - D. That helps in identifying talents and potentials of people.

5. Mckinsey's 7-s framework consists of:
 - A. Structure, Strategy, Software, Skills, Styles, Staff and Supervision



- B. Structure, Strategy, Systems, Skills, Styles, Syndication and Shared values
 - C. Structure, Strategy, Systems, Skills, Steering power, Styles and Shared values
 - D. Structure, Strategy, Staff, Skills, Systems, Shared values, Style**
 - E. None of the above
6. What are enduring statements of purpose that distinguish one business from other similar Firms?
- A. Policies
 - B. Mission statements**
 - C. Objectives
 - D. Rules
 - E. Nature of ownership
7. Outsourcing is the
- A. spinning off of a value-creating activity to create a new firm.
 - B. selling of a value-creating activity to other firms.
 - C. purchase of a value-creating activity from an external supplier.**
 - D. use of computers to obtain value-creating data from the Internet.
8. For an actress in Bollywood, her pretty face would be a/an
- A. Asset
 - B. Strategic asset**
 - C. Core competency
 - D. Capability
 - E. All of the above

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