

Seat No.: **MARCH - 2022 (Summer session) Examination**

Subject Code: 66422

*Strategic Management*

(विद्यार्थ्यांनी हा विषय कोड OMR वर लिहावा / Student should fill this code on OMR sheet)

Subject Name: Bachelor of Computer Application\_66422\_66422 - Strategic Management\_25.07.2022\_10.00 AM *(Part - III, Sem - VI)*

Date: 25-07-2022

Time: 10:00:00 to 11:00:00

QP Code: 8376QP

Total Marks : 50 Each Question 2 Marks, Total 25 Ques, Duration 1 Hr

1. Strategy is \_\_\_\_\_.

- a. Completely Proactive & Completely Reactive      b. Partly Proactive & Partly Reactive  
c. Neither Proactive Nor Reactive                      d. Proactive Only

2. The origins of Strategic Management can be retraced to \_\_\_\_\_

- a. 1930    b. 1911  
c. 1879    d. 1938

3. BCG in BCG matrix stands for \_\_\_\_\_

- a. Boston Calmette Group                                      b. British Consulting Group  
c. Boston Corporate Group                                      d. Boston Consulting Group

4. Strategic management is an important part of any business which helps with \_\_\_\_\_ formulation and business decisions

- a. Strategy    b. Tactics  
c. Procedure    d. Marketing

5. Which of the following is not part of the micro environment?

- a. Technology    b. Shareholders  
c. Competitors    d. Publics

6. Which of the following is not a part the Macro Environment?

- a. Laws & Policies    b. Demographics  
c. Suppliers    d. Social Values

7. What does Stars symbolize in BCG matrix?

- a. Introduction    b. Growth  
c. Maturity    d. Decline

8. What does Dog symbolize in BCG matrix?

- a. Introduction    b. Growth  
c. Maturity    d. Decline





9. The BCG matrix is mainly designed to analyse \_\_\_\_\_
- a. Current strategy of the organization  
b. Long-term strategic planning  
c. Short-term strategic planning  
d. Revenue generated by the organization
10. In strategic management, SWOT stands for \_\_\_\_\_
- a. Strength, Weakness, Opportunity, Threat  
b. Strength, Weakness, Opportunity, Threat  
c. Strong, Weak, Open, Transparent  
d. Strategic Weapons for Worldwide Tactics
11. Cultural values would be part of which of the following factor in macro environment?
- a. Demographic  
b. Social  
c. Ecological  
d. Natural
12. Competitive advantage can best be described as \_\_\_\_\_
- a. Perfect Competition in The Market  
b. Advantages of Competition  
c. Increased Efficiency of the organisation  
d. Stand out the organisation
13. A typical dictionary will define the word \_\_\_\_\_ as something that has to do with war and ways to win over enemy.
- a. Business  
b. Policy  
c. Management  
d. Strategy
14. What does Question Mark (?) symbolize in BCG matrix?
- a. Remain Diversified  
b. Invest  
c. Stable  
d. Liquidate
15. Market penetration strategy can be executed by \_\_\_\_\_
- a. Decreasing Prices  
b. Increasing Prices  
c. Increasing Margin  
d. Producing at mass level
16. \_\_\_\_\_ is not one of the elements of strategic management
- a. Formulating strategy  
b. Implementation of Strategy  
c. Evaluation of Strategy  
d. None of the options
17. The acquisition of a business that operates in the same industry is known as \_\_\_\_\_
- a. Internal Integration  
b. Horizontal Integration  
c. External Integration  
d. Vertical Integration
18. The foundation of blue ocean strategy is \_\_\_\_\_
- a. Evaluation  
b. Creativity  
c. Core strength  
d. Value Innovation
19. What does Green symbolize in BCG matrix?
- a. Invest & Expand  
b. Select & Earn





c. Harvest & Divest

d. Earn and Learn

20. "V" in VUCA stands for \_\_\_\_\_

a. Viability

b. Volatility

c. Violent

d. Vicinity

21. Full form of VUCA is Volatility, Uncertainty, Complexity, and \_\_\_\_\_

a. Ambition

b. Anxiety

c. Ambivalency

d. Ambiguity

22. \_\_\_\_\_ is not an element of VUCA.

a. Volatility

b. Unclarity

c. Complexity

d. Ambiguity

23. In SWOT analysis, OT reflects \_\_\_\_\_ factors

a. Internal

b. External

c. International

d. Necessary

24. Removing the barriers for group countries is known as \_\_\_\_\_

a. Horizontal Integration

b. Vertical Integration

c. Internal Integration

d. Regional Integration

25. In strategic thinking, how long is the long term, approximately?

a. 1 Month to 1 year

b. 2 to 3 years

c. 3 to 5 years

d. More than 5 years

