

Sample Template for Preparing the Question Bank

Institute Name	Dr. V.N. Bedekar Institute of Management Studies
Programme Name	MMS
Course (Subject Name)	Strategic Management
Question Bank Prepared by (Faculty Name)	Kala Mahadevan
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Sr. No.	Question	Option 1	Option 2	Option 3	Option 4	Correct Answer
1	The _____ environment is composed of dimensions in the broader society that can influence an industry and the firms within it	general	competitor	sociocultural	industry	general
2	A possible and desirable future state of an organization is	Mission	Vision	Strategy	Goal	Vision
3	Which of these is not an intangible resource	Ideas	Goodwill	Brand reputation	Plant and Machinery	Plant and Machinery
4	The establishment of a new wholly owned subsidiary is referred to as a _____ venture	Brownfield	Greenfield	Bluefield	Redfield	Greenfield
5	_____ is a strategy through which two firms agree to integrate their operations on a relatively coequal basis	Acquisition	Franchising	Merger	Take over	Merger
6	A _____ is a restructuring strategy whereby a party (typically a private equity firm) buys all of a firm's assets in order to take the firm private	Leveraged buyout	Takeover	Acquisition	Merger	Leveraged buyout
7	When a company produces its own inputs, it is called _____ integration	Forward	Backward	Upward	Downward	Backward
8	_____ is a process used to cluster people with similar needs into individual and identifiable groups	Segmentation	Targeting	Positioning	Identifying	Segmentation

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9	When a company produces goods and services with features that are acceptable to consumers at the lowest cost relative to its competitors, it is following the _____ strategy	Differentiation	Divestment	Cost leadership	Focus	Cost leadership
10	_____ are capabilities that serve as a source of competitive advantage to a firm	Core competencies	Values	Visions	Missions	Core competencies
11	_____ is the purchase of a value creating activity from an external supplier	Strategic alliance	Tie up	Outsourcing	Joint venture	Outsourcing
12	The _____ specifies the business or businesses in which the firm intends to compete and the customers it intends to serve	Vision	Goals	Objectives	Mission	Mission
13	Identifying early signals of environmental changes and trends is called	Scanning	Monitoring	Forecasting	Assessing	Scanning
14	A group of firms producing products that are close substitutes is called a _____	Market	Industry	Supply chain	Value chain	Industry
15	A _____ strategy is an international strategy through which the firm seeks to achieve both global efficiency and local responsiveness	Global	Transnational	Multidomestic	International	Transnational
15	Which of these is not one of Porters Five Forces	Bargaining power of suppliers	Threat of new entrants	Bargaining power of Buyers	Bargaining power of government	Bargaining power of government

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16	_____ represent the organization's best long run opportunities for growth and profitability	Cash cows	Stars	Dogs	Question marks	Stars
17	A _____ strategy seeks to increase market share for present products or services in present markets through greater marketing efforts	Market penetration	Market development	Product development	Diversification	Market penetration
18	_____ is an analytical tool used to determine whether a firm's value chain activities are competitive compared to rivals and thus conducive to winning in the marketplace	Value chain analysis	VRIO Analysis	Benchmarking	Outsourcing	Benchmarking
19	_____ is not an entry barrier	Differentiation	Switching costs	Economies of Scale	High sunk costs	High sunk costs
20	The _____ structure depends on both vertical and horizontal flows of authority and communication	Functional	Divisional	Matrix	Strategic Business Unit	Matrix