

MASTER OF COMMERCE
THIRD SEMESTER
STRATEGIC MANAGEMENT
MCM – 301

**SET
B**

[USE OMR FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. _____ Strategy deals with the inventory management of the organization.
 - a. Marketing
 - b. Finance
 - c. Logistics
 - d. All of the above
2. A _____ is an arrangement between two companies to go for a mutually beneficial project while both the companies retain its independence
 - a. Strategic Alliance
 - b. Merger
 - c. Acquisition
 - d. None of the above
3. The acquisition of a business that operates in the same industry is known as _____.
 - a. Horizontal integration
 - b. Internal Integration
 - c. External Integration
 - d. None of the above
4. The BCG Matrix is based on _____.
 - a. Industry growth
 - b. Relative market share
 - c. Both a and b
 - d. None of the above
5. The GE 9 cell model is based on _____.
 - a. Industry attractiveness
 - b. Business strength
 - c. Both a and b
 - d. Twenty
6. Strategic management has its beginning from the year
 - a. 1911
 - b. 1920
 - c. 1930
 - d. None of the above
7. Strategy is _____.
 - a. Partly reactive
 - b. Partly proactive
 - c. Both a and b
 - d. None of the above
8. The word tactic is most likely to be associated with _____.
 - a. Operational
 - b. Business
 - c. Corporate
 - d. None of the above
9. Cash Cows symbolize _____ in BCG matrix.
 - a. Investment
 - b. Stability
 - c. Remain Diversified
 - d. None of the above
10. Michael Porter's Industry Analysis consist of _____ forces
 - a. Four
 - b. Five
 - c. Three
 - d. None of the above

11. Perceptual mapping is also known as _____.
 - a. Marketing Strategy
 - b. Positioning Map
 - c. Environmental Scanning
 - d. None of the above
12. _____ Growth can be achieved by expanding the firm's products into other geographical locations.
 - a. Vertical
 - b. Horizontal
 - c. Both a and b
 - d. None of the above.
13. An _____ tactic usually takes place in an established competitor's market location.
 - a. Offensive
 - b. Defensive
 - c. Both a and b
 - d. None of the above
14. Market penetration strategy can be executed by _____.
 - a. Increasing prices
 - b. Decreasing prices
 - c. Increasing margin
 - d. None of the above
15. BCG Matrix was developed in the year _____.
 - a. 1970
 - b. 1960
 - c. 1990
 - d. None of the above
16. A _____ statement details where the business firm aspires to go.
 - a. Vision
 - b. Policies
 - c. Mission
 - d. None of the above
17. PEST analysis describes the _____ factors of an organization.
 - a. Macro
 - b. Micro
 - c. Both a and b
 - d. None of the above
18. _____ analysis helps the business to analyze its primary and secondary activities.
 - a. SWOT
 - b. Value Chain
 - c. PEST
 - d. None of the above
19. _____ strategy deals with product and process innovation of the organization.
 - a. Logistics
 - b. R & D
 - c. Marketing
 - d. None of the above
20. The term strategy is derived from a _____ word.
 - a. Latin
 - b. Greek
 - c. French
 - d. None of the above

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Explain briefly about Michael Porter's five forces industry analysis. 10
2. a) What is meant by SWOT Analysis? 5+5=10
b) Explain in brief about PEST Analysis.
3. What is meant by strategic management? Mention the need of strategic management for an organization. 3+7=10
4. What is meant by a tactic? Explain in brief about Diversification strategies. 2+8=10
5. Write short notes on *any two*: 5+5=10
 - a) Benchmarking
 - b) Perceptual Mapping
 - c) Vision
 - d) Mission
6. Discuss about logistics and marketing strategy. 5+5=10
7. What is meant by Adaptive Approach and mention the features of Adaptive Approach? 3+7=10
8. Explain briefly about Bypass Attack and Guerrilla Warfare in Strategic Management. 5+5=10

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