

**MASTER OF BUSINESS ADMINISTRATION**  
**Third Semester**  
**BUSINESS POLICY & STRATEGIC MANAGEMENT**  
**(MBA - 301)**

**Duration: 20 minutes**

**Marks – 20**

**(PART A - Objective Type)**

**I. Choose the correct answer:**

**1×20=20**

1. The P of PEST Analysis comprises of –  
a) Personal                      b) Political  
c) Promotional                  d) Preliminary
2. One of the functions of retailing is–  
a) Transportation              b) Selling  
c) Advertising                  d) Promotion
3. A leader in the market that exhibits a return on assets is–  
a) Dogs                              b) Question Marks  
c) Stars                              d) Cash Cows
4. The Boston consulting group was established in –  
a) 1960                      b) 1969                      c) 1959                      d) 1950
5. The value chain concept was developed by–  
a) Michael Porter              b) Petter Drucker  
c) Maslow                          d) Segmuend Freud
6. The Concept of Value chain was developed in–  
a) 1980                      b) 1969                      c) 1959                      d) 1950
7. The process of strategy formulation basically involves \_\_\_\_\_ main steps.  
a) 6                              b) 5                              c) 4                              d) 8
8. Strategy Implementation involves all those means related to executing the strategic \_\_\_\_\_.  
a) Plans                              b) Operation  
c) Function                          d) Actions
9. Strategy Evaluation consists of \_\_\_\_\_ steps.  
a) Measurement of performance              b) Analyzing Variance  
c) Taking Corrective Action                      d) All of the above
10. One of the Mintzberg's Management Roles is–  
a) Negotiator                      b) Planner  
c) Organizer                          d) Feedback

11. The key aspect of strategic management is problem solving and problem \_\_\_\_\_.
- a) Identifying
  - b) Preventing
  - c) Analysing
  - d) Feedback
12. The main function of top management is—
- a) Assemble resource
  - b) Finance
  - c) Control
  - d) Operation
13. When internet usage influences the buying behaviour it is called—
- a) Social Factor
  - b) Legal
  - c) Technological
  - d) Economical
14. The environment under which organizational function determine how it will conduct its behaviour —
- a) Micro Environment
  - b) Macro Environment
  - c) Social
  - d) Technological
15. One of the limitation of SWOT Analysis which is not in control of the management is—
- a) Price Increase
  - b) Price Decrease
  - c) Change
16. The process related to the storage and movement of final product is called—
- a) Output Logistic
  - b) Input Logistic
  - c) Sales
  - d) Stock
17. The vision and mission statement helps to translate the—
- a) Planning
  - b) Objective
  - c) Manpower
  - d) Operation
18. The mission statement defines the \_\_\_\_\_ status.
- a) Present
  - b) Future
  - c) Past
  - d) None
19. The focus strategy concentrates on the narrow segment. True or False
20. Rare and valuable resource gives companies temporarily.
- a) Competitive Advantage
  - b) Advertisement
  - c) Sales
  - d) Marketing

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