

**MASTER OF COMMERCE
FOURTH SEMESTER
STRATEGIC MANAGEMENT
MCM – 402A**

**SET
A**

[USE OMR SHEET 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

- Strategic planning as a broad concept consists of which one of the following?
 - Strategy formulation
 - Strategy Planning
 - Both a and b
 - None of the above.
- Perceptual mapping is also known as.....mapping.
 - Functional
 - Positioning
 - Customer
 - None of the above
- Which one of the following is the first step in selecting a suitable corporate strategy?
 - Internal analysis
 - External analysis
 - Setting objectives
 - None of the above
- Cash Cows symbolizesin BCG matrix.
 - Stability
 - Liquidate
 - Investment
 - none of the above
- Which one of the following aims to maximize short-term profits by minimizing costs and increasing efficiency?
 - Differentiation
 - Cost leadership
 - Diversification
 - None of the above
- Which one of the following is the process of transferring ownership of a company's non-core assets to another party?
 - Reverse Merger
 - Divestiture
 - Joint Venture
 - All of the above
- The two internal elements of SWOT analysis are:
 - Weaknesses and threats.
 - Opportunities and threats.
 - Strength and weaknesses
 - None of the above
- Which one of the following is referred as "problem child" in BCG Matrix?
 - Question Mark
 - Cash Cow
 - Stars
 - None of the above

9. An..... strategy is a marketing tactic that allows companies to act and adapt quickly to new marketing strategies and also involves lengthy research and strict plans.
- | | |
|---------------|----------------------|
| a. Functional | b. Agile |
| c. Marketing | d. None of the above |
10. "Strategy as a pattern in a streams of decisions and actions."Who said this?
- | | |
|---------------------|----------------------|
| a. Michael E Porter | b. Shirley Peters |
| c. Henry Mintzberg | d. None of the above |
11. "Stars" in BCG Matrix symbolizes.....
- | | |
|------------------------|----------------------|
| a. High market share | b. Low market share |
| c. Medium market share | d. None of the above |
12. Strategic decisions are for term process of the organization.
- | | |
|---------------|----------------------|
| a. Long | b. Short |
| c. Both a & b | d. None of the above |
13. Kanban, scrum and lean are commonly used methodologies of strategy.
- | | |
|--------------|-----------------------------|
| a. Marketing | b. Research and development |
| c. Agile | d. None of the above |
14. The GE Business Screen comprises of number of cells.
- | | |
|----------|----------------------|
| a. ten | b. eleven |
| c. Nine. | d. None of the above |
15. At the level, strategy is formulated for the organization as a whole.
- | | |
|---------------|----------------------|
| a. Corporate | b. Business |
| c. Functional | d. None of the above |
16. A merger is the combining of
- | | |
|----------------------|----------------------|
| a. Only one firm | b. One or two firms |
| c. Two or more firms | d. None of the above |
17. Atactic usually takes place in the firm's own current market position as a defense against possible attack by a rival.
- | | |
|--------------|----------------------|
| a. Defensive | b. Offensive |
| c. Business | d. None of the above |
18. is the process of reorganizing a company's management, finances and operations to improve the efficiency and effectiveness of the company.
- | | |
|----------------------------|----------------------|
| a. Business Level Strategy | b. SWOT Analysis |
| c. Corporate restructuring | d. None of the above |
19. is a factor considered in a PEST analysis.
- | | |
|-----------------------|------------------------|
| a. Profit margin | b. Political stability |
| c. Promotion channels | d. None of the above |

20.deals with decision related to various business areas in which the firm operates and competes.
- a. Corporate level strategy
 - b. Business level strategy
 - c. Functional level strategy
 - 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]

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|---|--------|
| 1. Describe the various approaches of strategic decision making by Henry Mintzberg. | 10 |
| 2. Discuss about Corporate vision and mission with examples. | 5+5=10 |
| 3. Write short notes on <i>any two</i> :
a) Mergers and Acquisitions
b) Benchmarking
c) Resource Audit
d) Strategic Alliance. | 5+5=10 |
| 4. What is meant by tactic? Mention some of the market location tactics adopted by organisations. | 3+7=10 |
| 5. Examine the significance of marketing and human resource strategy in an organisation. | 5+5=10 |
| 6. Elaborate upon the strategy formulation and strategy implementation as an essential component of strategic management. | 5+5=10 |
| 7. a) Define Perceptual Mapping.
b) Why BCG Matrix is an important tool of environment scanning for an enterprise? | 2+8=10 |
| 8. a) State the meaning of corporate restructuring.
b) Explain in brief some of the techniques adopted in Agile Strategy. | 2+8=10 |

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