



Strategic Management & Corporate Governance

1. This type of approach is largely adopted by public companies which are generally supposed to work under social and political pressure and deal with human behavior that goes on changing with the passage of time
 - A) Adaptive Approach
 - B) Formal Approach
 - C) Incremental Approach
 - D) Intuitive Anticipatory Approach
2. It signifies the final end result which are to be achieved over a period of time as planned by the management
 - A) Objectives
 - B) Mission
 - C) Vision
 - D) Goals
3. The development of the economy that meets the needs of the present generation without sacrificing the opportunities of future generation to meet their own needs
 - A) Consistent development
 - B) Sustainable development
 - C) Perpetual Development
 - D) Economic Development
4. Argument against social responsibility includes
 1. A competitive business cannot be genuinely selfless
 2. The corporation is basically an economic institution
 3. It's the responsibility of the government to deal with social benefit, not business
 4. Managers have appropriate apparatus to destroy the public 'bad' and concentrate on public 'good'
 - A) 1,2 only
 - B) 1,2,3 only
 - C) All of the above
 - D) 2,3,4 only
5. Social obligation includes
 - A) Responsibility of the business to serve the best interest of the business in the society
 - B) Responsibility of the business to serve the best interest of the organisations in the society
 - C) Responsibility of the business to serve the best interest of the charitable organizations in the society
 - D) Responsibility of the business to serve the best interest of the society
6. Principles of Ethics includes
 1. Full satisfaction should be available to consumers
 2. Human feelings are properly considered while rendering service
 3. There is lack of consideration for clean environment
 4. There is wastage of available scarce resources
 5. There is no discrimination against any particular group
 - A) 1,2 only
 - B) 1,2,3,5 only
 - C) 1,2,5 only
 - D) All of the above





7. A set of moral rules and principles to protect the interest of the customers, employees, society, business unit and the industry as a whole

- A) Corporate Social Responsibility B) Values
- C) Accountability D) Business Ethics

8. It refers to principles of behavior that distinguish between good, bad: right and wrong

- A) Ethics B) Values
- C) Morals D) Business Ethics

9. Principles of Corporate governance not include

- A) Artifice B) fairness
- C) Accountability D) Responsibility

10. The corporate governance structure of a company reflects the individual companies':

- A) Cultural and economic system B) Legal and business system.
- C) Social and regulatory system D) All of the above.

11. The goal of corporate governance and business ethics education is to:

- A) Teach students their professional accountability and to uphold their personal Integrity to society.
- B) Change the way in which ethics is taught to students.
- C) Create more ethics standards by which corporate professionals must operate.
- D) Increase the workload for accounting students.

12. Business ethics deal primarily with

- A) Social Responsibility B) Moral obligation
- C) The pricing of products and services D) Being unfair to the competition

13. Ethics are important because

- A) Suppliers prefer to deal with ethical Companies
- B) Customers prefer to deal with ethical companies
- C) Employees prefer to deal with ethical companies
- D) All of the above

14. The essence of _____ is to determine the gap between a target and the forecast

- A) Gap study B) Gap Analysis
- C) Gap Evaluation D) Bridge Analysis

15. _____ is not an element of Micro environment

- A) Customers B) Suppliers
- C) Marketing intermediaries D) Government environment





16.ETOP stands for;

- A)Economic Threats and Opportunity Profile
- B) Environmental Threats and Opportunity Profile
- C) Economic Threats and optimistic Profile
- D) Environmental Threats and Optimistic Profile

17. Organisation monitor their internal and external environment to spot opportunities and threats affecting their business

- A) Environmental Scanning B)Environmental Study
- C) Environmental Forecasting D) Environmental Monitoring

18. SWOT analysis means

- A) The process of examining the organization and its environment
- B) The process of identifying the organization and industry
- C) Process of identifying Strength of organization and its environment
- D) The process of examining strength of organization and its environment

19. The overall strategy which is comprehensive in nature and provides the basis for strategic direction is known as

- A) Mega Strategy B)Growth Strategy
- C) Long term Strategy D) Grand Strategy

20.when a firm is able to perform an activity that is distinct or different from that of its rivals

- A) Competency B) Competitive advantage
- C) Strategy D) Grand Strategy

21.Strategic Management;

- 1) Deals with top level
- 2) Formulate policies for the whole organization
- 3) Policies are framed on long term basis
- 4) Important decisions are taken by environment analysis
- 5) Formulating routine strategies by supervisory level

- A) 1,2 and 3 B)1 and 3 only
- C) 1,2,3 and 4 D) All of the above

22.Approaches to strategic decision making includes

- 1) The intuitive- Emotional Approach
- 2)The Rational-Analytical Approach
- 3) A satisfying Approach
- 4) Political-Behaviour Approach

- A) 1,2 and 3 B)1 and 3 only
- C) 2 and 3 only D) All of the above



23. _____ directs its focus on the future in the light of internal and external business environment
- A) Strategic Planning B) Strategic Organising
C) Environmental Scanning D) Incremental Strategy
24. In _____ planning, Problems are generally unstructured
- A) Tactical Planning B) Organisational Planning
C) Strategic Planning D) Both Strategic and organizational
25. It refers to short range planning tactics oriented towards operations and is concerned with specific and short range details
- A) Tactical Planning B) Organisational Planning
C) Strategic Planning D) None of these
26. It is the process of deciding the most effective use of resources already allocated and to develop a control mechanism to assure effective implementation
- A) Tactical Planning B) Organisational Planning
C) Strategic Planning D) Both Strategic and organizational
27. This type of planning is carried out by operating managers with the support of subordinate staff
- A) Tactical Planning B) Organisational Planning
C) Strategic Planning D) Both Tactical and organizational Planning
28. _____ strategies are planned in advance to deal with sudden change in the future.
- A) Programme Strategies B) Contingency Strategies
C) Both Programme Strategies and Contingency Strategies D) None of these
29. Under this approach strategic decisions are taken on the basis of how a change in the environment is going to have its impact at a given time
- A) Adaptive Approach B) Intuitive Anticipatory Approach
C) Incremental Approach D) Formal Structured Approach
30. _____ are individuals who are primarily involved in the formulation, implementation and evaluation of Strategies
- A) Manager B) Strategists
C) Environmentalist D) Economist
31. _____ are responsible for the governance of the organisation
- A) Board of Directors B) Managing Director
C) Stakeholders D) Shareholders
32. The _____ is the most important strategist who is responsible for all aspects of strategic management
- A) CEO B) Manager
C) Entrepreneurs D) All of the above



33. SBU stands for:

- A) Strategic Business Unit
- B) Strategy Based Unit
- C) Sustainable Business Unit
- D) Strategic Based Unit

34. BCG in BCG Matrix stand for

- A) Boston Consultancy Group
- B) British Consultancy Group
- C) Boston Corporate Group
- D) British Corporate Group

35. BCG Matrix take in to account two dimensions, that is

- A) Market Share & Growth Rate
- B) Market Situation & Growth Rate
- C) Market Share & Governance Rate
- D) Market Situation & Governance Rate

36. In BCG Matrix, what is the label of Horizontal Axis?

- A) Market Business Growth
- B) Relative Business Growth
- C) Market Growth Rate
- D) Relative Market Share

37. In BCG Matrix, a product has relatively high Market share and Market Growth, this position is depicted as

- A) Cash Cow
- B) Start
- C) Dogs
- D) Question Mark

38. In BCG Matrix, a product has relatively low Market Growth and high Market share, this position is depicted as

- A) Cash Cow
- B) Start
- C) Dogs
- D) Question Mark

39. In BCG Matrix, a product has relatively low Market share and Market Growth, this position depicted as;

- A) Cash Cow
- B) Start
- C) Dogs
- D) Question Mark

40. In BCG Matrix, a product has relatively low Market share and High Market Growth, this position depicted as;

- A) Cash Cow
- B) Start
- C) Dogs
- D) Question Mark

41. Dog Symbol in BCG Matrix stands

- A) Growth
- B) Maturity
- C) Introduction
- D) Decline

42. Question Mark Symbol in BCG Matrix stands

- A) Decline
- B) Maturity
- C) Remain Diversified
- D) Introduction





43. GE Matrix was developed by

- A) General Electric Company
- B) General Entrepreneurship Company
- C) Boston Consultancy Group
- D) Boston Corporate Group

44. Display Matrix includes

- 1) BCG Growth Share Matrix
- 2) GE Business Matrix
- 3) Market Evolution Matrix
- 4) Growth Rate Matrix

- A) 1, 2,3 Only
- B) 1 and 2 only
- C) 1,2,4 Only
- D) All of the above

45. The fundamental concept of the SBU concept is the identification of the independent product or _____ served by an organisation

- A) Market Segment
- B) Marketing Strategy
- C) Target Marketing
- D) Tactical Marketing

46. The topic _____ deals with the decision, which select from among the alternative grand strategies which will best meet the enterprise objectives.

- A) Organizational Choice
- B) Strategic Choice
- C) Strategic Decision
- D) Decision Making

47. This method requires each manager to justify his entire budget/plan in details from bottom or scratch

- A) Performance Budgeting
- B) Capital Budgeting
- C) Zero-base budgeting
- D) strategic Budgeting

48. This include cost input-output or result budgeting and emphasis on the non-financial measurement of Performance

- A) Performance Budgeting
- B) Capital Budgeting
- C) Zero-base budgeting
- D) strategic Budgeting

49. It is the process of creating a long-range budget that spans a period of more than one year

- A) Performance Budgeting
- B) Capital Budgeting
- C) Zero-base budgeting
- D) strategic Budgeting

50. The intent behind this type of budgeting is to develop a plan that support a long range vision of the future position of an entity

- A) Performance Budgeting
- B) Capital Budgeting
- C) Zero-base budgeting
- D) strategic Budgeting

51. A _____ is a capability or position that allows you to outperform competitors

- A) Competency
- B) Capital Budgeting
- C) Competitive Advantage
- D) strategic Budgeting





52. A _____ is a plan of action that has far greater scope and duration than a normal strategy
- A) Grand Strategy B) Long term Strategy
C) Short term Strategy D) Strategical Plan
53. The BCG Matrix is based on
- A) Industry attractiveness & Business strength
B) Industry Growth rate & Business Strength
C) Industry Attractiveness & Relative Market share
D) Industry Growth & relative market share
54. In strategic thinking, how long is the long term, approximately?
- A) Less than One year B) 2 to 3 years
C) 3 to 5 years D) More than 5 years
55. which of the following is not a part of micro environment?
- A) Shareholders B) Demographic
C) suppliers D) employees
56. Amendment of law would part of which of the following environment
- A) Technological B) Legal
C) Political D) Social
57. _____ are prepared to get a background on strategic budget can prepared.
- A) Position Paper B) Position Budget
C) Budget Paper D) Paper Budget
58. _____ is the assessment of environment factors in terms of their being an opportunity or threat and the significance of their impact
- A) Environmental analysis B) Environmental Scanning
C) Environmental Diagnosis D) Environmental Study
59. This approach is also called Topdown Approach
- A) Collaborative Approach B) Cultural Approach
C) Commander Approach D) Organisational Change Approach
60. Under this approach for strategy implementation, the strategy is developed by the top management and forward the same to the subordinate to execute it
- A) Collaborative Approach B) Cultural Approach
C) Commander Approach D) Organisational Change Approach
61. Under this approach for strategy implementation, top management simply occupy the back seat and observe the actions of subordinate



- C) Commander Approach C) Organisational Change Approach
62. It refers to attempts made by an organization at incremental improvement of functional performance
- A) Retrenchment strategy B) Growth Strategy
C) Expansion Strategy C) Stability strategy
63. This strategy is adopted when the organization attempts to maintain the current position and focuses only on the incremental improvement.
- A) Retrenchment strategy B) Growth Strategy
C) Consistent Strategy C) Stability strategy
64. Which strategy is not come under Stability strategy?
- A) Retrenchment strategy B) Pause/proceed with caution Strategy
C) Profit Strategy C) No change Strategy
65. Find the odd one
- A) Retrenchment strategy B) Combination Strategy
C) Profit Strategy C) Stability strategy
66. Find the odd one
- A) Stability strategy B) Pause/proceed with caution Strategy
C) Profit Strategy C) No change Strategy
67. A _____ is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organizations
- A) **Strategic alliance** B) Takeover Strategy
C) Acquisition Strategy C) Joint Venture Strategy
68. A _____ is an agreement between two or more parties to pursue a set of agreed upon objectives needed while remaining independent organizations
- A) **Strategic Partnership** B) Takeover Strategy
C) Acquisition Strategy C) Joint Venture Strategy
69. It means superior performance relative to other competitors in the same industry or superior performance relative to the industry average
- A) Competency B) Competitive advantage
C) Sustainable competitive advantage D) Sustainable Competency
70. The essence of _____ is the determination of the overall direction that will enable the organization to achieve its strategic goals through its operation
- A) Corporate Strategy B) Strategic Management
C) Stability Strategy D) Expansion Strategy
71. An organization that is capable of outperforming its competitors over a long period of time has
- A) Sustainable competitive advantage. B) Competitive Advantage



C) Competency

C) Sustainable Competency

72. Find the odd one

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

73. The _____ is followed when an organization aims to maintain the profit by whatever means possible

A) **Profit Strategy**

B) No-Change Strategy

C) Pause/Proceed with Caution Strategy

D) None of the above

74. No-Change Strategy comes under _____ strategy

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

75. Profit Strategy comes under _____ strategy

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

76. Pause/Proceed with Caution Strategy comes under _____ strategy

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

77. The _____ is adopted when an organization aims at reducing its one or more business operations with the view to cut expenses and reach to a more stable financial position.

A) Retrenchment strategy

B) Combination Strategy

C) Profit Strategy

C) Stability strategy

78. The _____ is adopted by an organization when it attempts to achieve a high growth as compared to its past achievements.

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

79. The combination of any grand strategy used by an organization in different businesses at the same time or in the same business at different times with an aim to improve its efficiency is called

A) Stability Strategy

B) Growth Strategy

C) Grand Strategy

D) Combination Strategy

80. A merger in which an entirely new firm is created and both the acquired and acquiring firms cease to exist is called a:

A) Conglomeration

B) Divestiture

C) Consolidation

D) Tender offer





81. A _____ is a merger between firms that are involved in totally unrelated business activities

- A) Conglomeration
- B) Divestiture
- C) Consolidation
- D) Tender offer

82. A _____ is a type of merger where two companies are in the same or related industries or markets but do not offer the same products.

- A) Horizontal Merger
- B) Vertical Merger
- C) Concentric Merger
- D) Conglomerate Merger

83. A _____ is the **merger** of two or more companies involved at different stages in the supply chain process for a common good or service.

- A) Horizontal Merger
- B) Vertical Merger
- C) Concentric Merger
- D) Conglomerate Merger

84. A **horizontal merger** is a **merger** or business consolidation that occurs between firms that operate in the same industry

- A) Horizontal Merger
- B) Vertical Merger
- C) Concentric Merger
- D) Conglomerate Merger

85. _____ implies acquisition of control of a company through purchase or exchange of shares with the objective of gaining control over the management of a company

- A) Takeover
- B) Merger
- C) Concentric Merger
- D) Conglomerate Merger

86. The _____ is a retrenchment strategy followed by an organization when it feels that the decision made earlier is wrong and needs to be undone before it damages the profitability of the company.

- A) Turnaround Strategy
- B) Growth Strategy
- C) Consistent Strategy
- D) Stability strategy

87. The _____ is another form of retrenchment that includes the downsizing of the scope of the business

- A) Divestment Strategy
- B) Growth Strategy
- C) Consistent Strategy
- D) Stability strategy

88. In strategic management, _____ does not simply identify threats but identifies opportunities

- A) Environmental analysis
- B) Environmental Scanning
- C) Environmental Diagnosis
- D) Environmental Study





89. The _____ is the most unpleasant **strategy** adopted by the organization that includes selling off its assets and the final closure or winding up of the business operations

- A) Liquidation Strategy
- B) Growth Strategy
- C) Consistent Strategy
- D) Stability strategy

90. Family size come under which environment

- A) Social Environment
- B) Demographic Environment
- C) Political Environment
- D) Legal Environment

91. Income level come under which environment

- A) Social Environment
- B) Demographic Environment
- C) Political Environment
- D) Legal Environment

92. Religious Aspect come under which environment

- A) Social Environment
- B) Demographic Environment
- C) Political Environment
- D) Legal Environment

93. In this method of decision-making, members do not interact face-to-face in a group discussion.

- A) Extrapolation Method
- B) Delphi Techniques
- C) Input-Output Analysis
- D) Expert Method

94. This method is used to estimate the change in one variable as a result of specific changes in other variable or Variables

- A) Extrapolation Method
- B) Delphi Techniques
- C) Input-Output Analysis
- D) Regression Analysis

95. The purpose of this process is to improve the quality of an organization's output, including goods and services, through continual improvement of internal practices

- A) Total Quality Management
- B) Quality Management Circle
- C) Strategic Quality Management
- D) Non of the above

96. It is an excellent strategic tool used by management to identify where the company is going and what is the expectation or the potential of the company

- A) Bridge Analysis
- B) Gap Analysis
- C) Position Analysis
- D) Company Analysis

97. Business environment includes the factors and institutions which are _____ to and beyond the control of individual business concerns and their management

- A) External
- B) Internal
- C) Both internal & External
- D) None of the above

98. Under this approach strategic decision are taken on the basis of how a change in the environment is going to have its impact at a given time





- A) Intuitive Anticipatory Approach B) Adaptive Approach
C) Incremental Approach D) Entrepreneurial Approach

99. _____ is a tool of strategic management, that allows the organization to set goals and measure productivity, on the basis of the best industry practices

- A) Benchmarking B) Core competency
C) Gap Analysis D) Total Quality Management

100. Business barometers use _____ to measure the state of economy between two or more time period

- A) Index Number B) Ratios
C) Research Data D) None of the above

Answer Key

| | | | | | | | | | | | | | | | | | | | |
|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|----|---|-----|---|
| 1 | C | 11 | C | 21 | C | 31 | A | 41 | D | 51 | C | 61 | C | 71 | A | 81 | A | 91 | B |
| 2 | A | 12 | B | 22 | D | 32 | A | 42 | C | 52 | A | 62 | C | 72 | C | 82 | C | 92 | A |
| 3 | B | 13 | D | 23 | C | 33 | A | 43 | A | 53 | D | 63 | C | 73 | A | 83 | B | 93 | B |
| 4 | B | 14 | B | 24 | C | 34 | A | 44 | A | 54 | D | 64 | A | 74 | A | 84 | A | 94 | C |
| 5 | D | 15 | D | 25 | A | 35 | A | 45 | A | 55 | B | 65 | C | 75 | A | 85 | A | 95 | A |
| 6 | C | 16 | B | 26 | B | 36 | D | 46 | B | 56 | B | 66 | A | 76 | A | 86 | A | 96 | B |
| 7 | D | 17 | A | 27 | D | 37 | B | 47 | C | 57 | A | 67 | A | 77 | A | 87 | A | 97 | A |
| 8 | A | 18 | A | 28 | B | 38 | A | 48 | A | 58 | C | 68 | A | 78 | B | 88 | C | 98 | B |
| 9 | A | 19 | D | 29 | A | 39 | C | 49 | D | 59 | C | 69 | B | 79 | D | 89 | A | 99 | A |
| 10 | D | 20 | B | 30 | B | 40 | D | 50 | D | 60 | C | 70 | A | 80 | C | 90 | B | 100 | A |

Prepared by

SHAJIM M S

Assistant Professor of Commerce

Govt. College MAdappally, Kozhikode



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