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(To be filled in the
OMR Sheet)

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series

D

BBA (Sixth Semester) Examination, July-2022

BBA-602(N)

Strategic Management and Business Policy

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

- K-355**
- निर्देश : —
1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही- सही भरे, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
 2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा किसी प्रश्न का एक से अधिक उत्तर दिया जाता है, तो उसे गलत उत्तर माना जायेगा।
 3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
 4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
 5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
 6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी ओ०एम०आर० शीट उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
 7. निगेटिव मार्किंग नहीं है।
- महत्वपूर्ण : — प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

1. The GE 9 cell model 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
2. What does Red symbolize in the BCG matrix?
 - (A) Invest & Expand
 - (B) Harvest and Earn
 - (C) Harvest & Divest
 - (D) Select & Earn
3. The BCG matrix is also known as _____.
 - (A) The Boston Box
 - (B) Product Portfolio matrix
 - (C) Growth-Share matrix
 - (D) All of the above
4. In SWOT analysis, OT reflects _____ factors.
 - (A) Internal
 - (B) External
 - (C) International
 - (D) Necessary
5. _____ is not an element of VUCA.
 - (A) Volatility
 - (B) Unclarity
 - (C) Complexity
 - (D) Ambiguity
6. Full form of VUCA is Volatility, Uncertainty, Complexity, and _____.
 - (A) Ambition
 - (B) Anxiety
 - (C) Ambivalency
 - (D) Ambiguity

7. “V” in VUCA stands for _____.
(A) Viability
(B) Volatility
(C) Violent
(D) Vicinity
8. The foundation of blue ocean strategy is _____.
(A) Evaluation
(B) Creativity
(C) Core strength
(D) Value Innovation
9. The acquisition of a business that operates in the same industry is known as _____.
(A) Internal Integration
(B) Horizontal Integration
(C) External Integration
(D) Vertical Integration
10. What do Cash Cows symbolize in the BCG matrix?
(A) Remain Diversified
(B) Invest
(C) Stable
(D) Liquidate
11. _____ is not one of the elements of strategic management.
(A) Formulating strategy
(B) Implementation of Strategy
(C) Evaluation of Strategy
(D) None of the above
12. Market penetration strategy can be executed by _____.
(A) Decreasing Prices
(B) Increasing Prices
(C) Increasing Margin
(D) Producing at a mass level

13. What does Question Mark (?) symbolize in the BCG matrix?
- (A) Remain Diversified
 - (B) Invest
 - (C) Stable
 - (D) Liquidate
14. A typical dictionary will define the word _____ as something that has to do with war and ways to win over the enemy.
- (A) Business
 - (B) Policy
 - (C) Management
 - (D) Strategy
15. Competitive advantage can best be described as _____.
- (A) Perfect Competition in The Market
 - (B) Advantages of Competition
 - (C) Increased Efficiency of the organisation
 - (D) Standout in the organisation
16. Cultural values would be part of which of the following factor in the Macro Environment?
- (A) Demographic
 - (B) Social
 - (C) Ecological
 - (D) Natural
17. In strategic management, SWOT stands for _____.
- (A) Strength, Weakness, Opportunity, Thread
 - (B) Strength, Weakness, Opportunity, Threat
 - (C) Strong, Weak, Open, Transparent
 - (D) Strategic Weapons for Worldwide Tactics

18. The BCG matrix is mainly designed to analyse _____.
(A) Current strategy of the organization
(B) Long-term strategic planning
(C) Short-term strategic planning
(D) Revenue generated by the organization
19. What does Dog symbolize in BCG matrix?
(A) Introduction
(B) Growth
(C) Maturity
(D) Decline
20. What does Stars symbolize in BCG matrix?
(A) Introduction
(B) Growth
(C) Maturity
(D) Decline
21. Which of the following is not a part of the Marco Environment?
(A) Laws & Policies
(B) B. Demographics
(C) Suppliers
(D) Social Values
22. Which of the following is not part of the microenvironment?
(A) Technology
(B) B. Shareholders
(C) Competitors
(D) Publics

23. Strategic management is an important part of any business which helps with _____ formulation and business decisions.
- (A) Strategy
 - (B) Tactics
 - (C) Procedure
 - (D) Marketing
24. BCG in BCG matrix stands for _____.
- (A) Boston Calmette Group
 - (B) British Consulting Group
 - (C) Boston Corporate Group
 - (D) Boston Consulting Group
25. The origins of Strategic Management can be retraced to _____.
- (A) 1930
 - (B) 1911
 - (C) 1879
 - (D) 1938
26. Strategy is _____.
- (A) Completely Proactive & Completely Reactive
 - (B) Partly Proactive & Partly Reactive
 - (C) Neither proactive Nor Reactive
 - (D) Proactive Only
27. The three organisational levels are:
- (A) Corporate level, business level, functional level
 - (B) Corporate level, business unit level, functional level
 - (C) Corporate strategy level, business unit level, functional level
 - (D) None

28. McDonald's is deciding whether to expand into manufacturing kitchen equipment in China. At what level is this decision likely to be made?
- (A) Business
 - (B) Corporate
 - (C) Functional
 - (D) International
29. In which of the following scenarios is a joint venture likely to be more attractive than an acquisition?
- (A) Horizontal integration
 - (B) Vertical integration
 - (C) New market entry
 - (D) Larger resource pool
30. Sustained survival implies:
- (A) That a turnaround is achieved, but there is little further growth
 - (B) That a turnaround is achieved, and there is potential for further growth
 - (C) That a turnaround is achieved, and there is a clear opportunity to employ a new growth strategy
 - (D) That a turnaround is achieved, and it is appropriate to diversify soon
31. Divestment is what kind of strategy?
- (A) An asset-reduction strategy
 - (B) A weakness-reduction strategy
 - (C) A product-reduction strategy
 - (D) A cost-reduction strategy

32. When does horizontal integration occur?
- (A) When a firm acquires or merges with a major competitor
 - (B) When a firm acquires or merges with an unrelated business
 - (C) When a firm acquires or merges with a distributor
 - (D) When a firm acquires or merges with a supplier firm
33. Retrenchment is:
- (A) When a company experiences declining profits and makes cutbacks to improve efficiency
 - (B) When a company adopts a new strategic position for a product or service
 - (C) The sale of the complete business, either as a single going concern or piecemeal to different buyers or sometimes by auctioning the assets
 - (D) Implement the marketing function's strategic planning and management decisions
34. Strategic business units:
- (A) Are found in one-business organisations
 - (B) Carry out strategies assigned by the CEO
 - (C) Implement the marketing function's strategic planning and management decisions
 - (D) Develop their own unique way of competing
35. The following are considered grand strategies, except for:
- (A) A retrenchment strategy
 - (B) Strategic business unit
 - (C) A growth strategy
 - (D) Related diversification

36. Strategic Management handles:
- (A) External issues
 - (B) Administration issues
 - (C) Internal issues
 - (D) Management issues
37. How many cells are there in a SWOT matrix?
- (A) 6
 - (B) 9
 - (C) 5
 - (D) 2
38. The word tactics is most likely to be associated with:
- (A) Business strategy
 - (B) Corporate strategy
 - (C) Operational strategy
 - (D) All of the above
39. Which environment can create new markets and new business segments?
- (A) Political environment
 - (B) Economic environment
 - (C) Sociocultural environment
 - (D) Technological environment
40. Low cost, Differentiation and Focus are examples of:
- (A) Corporate strategies
 - (B) Operational strategies
 - (C) Business strategies
 - (D) Functional strategies

41. What are the guides to decision-making?
- (A) Rules
 - (B) Procedures
 - (C) Goals
 - (D) Policies
42. Selling all of a company's assets for their tangible worth is called:
- (A) Divestiture
 - (B) Concentric Diversification
 - (C) Liquidation
 - (D) Unrelated integration
43. The corporate level is where top management directs:
- (A) All employees for orientation
 - (B) Its efforts to stabilise recruitment needs
 - (C) Overall strategy for the entire organisation
 - (D) Overall sales projections
44. The Primary focus of strategic management is:
- (A) Strategic analysis
 - (B) The total organisation
 - (C) Strategy formulation
 - (D) None
45. An organisation strategy _____.
- (A) Remains set in place longer than the mission and objectives
 - (B) Generally forms over a period of time as events unfold
 - (C) Trends to be formed at the same time the mission is developed
 - (D) None

46. Competitive advantage can be best described as:
- (A) Increased efficiency
 - (B) What sets an organisation apart
 - (C) Strength and the organisations
 - (D) Intangible resources
47. Which of the following is not a major element of the strategic management process?
- (A) Formulation strategy
 - (B) Implementing strategy
 - (C) Evaluating strategy
 - (D) Assigning administrative tasks
48. SWOT stands for:
- (A) Services worldwide optimization and transport
 - (B) Special weapons for operations for timeless
 - (C) Strength weakness opportunities and threats
 - (D) Strength worldwide overcome threats
49. What is the starting point of Strategic Intent?
- (A) Goal
 - (B) Objective
 - (C) Vision
 - (D) Mission
50. Who is called the Father of Strategic Management?
- (A) Chandler
 - (B) Igor Ansoff
 - (C) Michael Porter
 - (D) John Nash

51. Management thinkers like Peter Drucker feel that business definition should strongly focus on the _____.
(A) Shareholders
(B) Suppliers
(C) Customers
(D) Employees
52. The affairs of the company are directed and controlled through the _____ who represents the shareholders of the company.
(A) Board of Directors
(B) Senior Management
(C) Middle Management
(D) Managing Director and Chief Executive Officer
53. The system by which business corporations are directed and controlled is called _____.
(A) Corporate Governance
(B) Corporate Social Responsibility
(C) Strategic Management
(D) Organizational Planning
54. The formal-structured approach of SMP is also sometimes called _____ mode.
(A) Execution
(B) Adaptive
(C) Planning
(D) Opportunistic
55. _____ is the collection of managerial decisions and actions that determine the long-run performance of an organization.
(A) Planning
(B) Leadership
(C) Strategic Management
(D) Corporate Management

56. _____ is identifying opportunities and threats affecting the business.
- (A) Environmental Analysis
 - (B) Organizational Analysis
 - (C) Industry Analysis
 - (D) Competitive Analysis
57. The competitive threat model or the five forces model was developed by _____.
- (A) Gray Hamel
 - (B) Peter Drucker
 - (C) Michael E. Porter
 - (D) C. K. Prahalad
58. _____ is the unique capability that helps an organization in capitalizing upon a particular opportunity.
- (A) Core Competence
 - (B) Distinctive Competence
 - (C) Strategic Competence
 - (D) Threshold Competence
59. _____ can be defined as the alignment of business operations with social values.
- (A) Corporate Governance
 - (B) Corporate Social Responsibility
 - (C) Business Policy
 - (D) Sustainability
60. The _____ of a company is variously called a statement of philosophy, a statement of beliefs, and a statement of purpose.
- (A) Mission Statement
 - (B) Vision Statement
 - (C) Quality Principles
 - (D) Policies

61. _____ is a new tool for the systematic review of strategy by board members without directly involving themselves with the management of companies.
- (A) Strategic Review
 - (B) Management Review
 - (C) Strategic Planning
 - (D) Strategic Audit
62. Corporate Governance is primarily guided by _____.
- (A) Customers
 - (B) Shareholders
 - (C) Board of Directors
 - (D) Employees
63. Functional strategies are sometimes called _____.
- (A) Process Strategies
 - (B) Corporate Strategies
 - (C) Business-unit level Strategies
 - (D) Operational Strategies
64. The Concept of 'Strategic Window' was introduced by _____.
- (A) Michael Porter
 - (B) Peter Drucker
 - (C) Gray Hamel
 - (D) Derek F. Abell
65. _____ is the foundation of the Blue Ocean Strategy.
- (A) Innovation
 - (B) Value Creation
 - (C) Value Innovation
 - (D) Value-cost Trade-off

66. Competitive advantage can be best described as _____.
(A) Increased Efficiency
(B) What sets an organization apart
(C) A strength of the organization
(D) Intangible Resources
67. The Primary benefit of restructuring is _____.
(A) Increase Morale
(B) Employee Involvement
(C) Cost Reduction
(D) Increased number and organizational hierarchy
68. In the sketch of the BCG matrix, _____ is the label of the horizontal axis.
(A) Market Growth
(B) Market Share
(C) Business Strength
(D) Industry Growth Rate
69. According to the BCG matrix, SBU comprising products in an attractive industry but representing little market share would be referred to as _____.
(A) A Star
(B) A Dog
(C) A Cash Cow
(D) A Question Mark
70. How many cells are there in a SWOT matrix?
(A) 6
(B) 4
(C) 9
(D) 2

71. Strategic Management handles _____.
(A) Management Issues
(B) External Issues
(C) Administrative Issues
(D) Internal Issues
72. Low Cost, Differentiation and Focus are examples of _____.
(A) Business Strategies
(B) Corporate Strategies
(C) Operational Strategies
(D) Functional Strategies
73. _____ are the guides to decision making.
(A) Policies
(B) Procedure
(C) Objectives
(D) Goals
74. Selling all of a company's assets in parts for their tangible worth is called _____.
(A) Unrelated Integration
(B) Concentric Diversification
(C) Divestiture
(D) Liquidation
75. In Porter's Generic Strategy Model, a focus strategy involves:
(A) Selling a limited range of products
(B) Selling to a narrow customer segment
(C) Selling to one particular region
(D) Selling simple products that are cheap to produce

76. Porter's Generic Strategies are:
- (A) Low Price, Differentiation, Focus
 - (B) Cost Leadership, Differentiation, Focus Differentiation, Cost Focus
 - (C) Price Leadership, Differentiation, Focus Differentiation, Cost Focus
 - (D) Low Cost, Differentiation, Focus Differentiation
77. The two internal elements of SWOT analysis are _____.
- (A) Weakness and Threats
 - (B) Opportunities and Threats
 - (C) Strength and Weakness
 - (D) Strength and Threats
78. _____ strategy is often considered as an entrepreneurial strategy.
- (A) Expansion Strategy
 - (B) Retrenchment Strategy
 - (C) Combination Strategy
 - (D) Stability Strategy
79. _____ refers to the purposes an organization strives to achieve.
- (A) Strategic Intent
 - (B) Strategic Formulation
 - (C) Strategic Implementation
 - (D) Strategic Control
80. _____ is not a recognized element of corporate strategy.
- (A) Competitive Advantage
 - (B) Closure
 - (C) Acquisition
 - (D) Divestment

81. A joint venture can be defined as:
- (A) Two firms collaborate together on a specific project
 - (B) One firm licenses its intellectual property to another firm
 - (C) Two firms merge together
 - (D) Two firms come together to form a third, legally separate firm
82. Porter's Value Chain is subdivided into two main headings. These are Primary activities and _____.
- (A) Peripheral Activities
 - (B) Support Activities
 - (C) Secondary Activities
 - (D) Outsourced Activities
83. _____ is the slowest way to grow a business.
- (A) Merger
 - (B) Outsourcing
 - (C) Internal Development
 - (D) Strategic Alliance
84. The Primary Focus of Strategic Management is _____.
- (A) Strategic Analysis
 - (B) Whole Organization
 - (C) Strategy Formulation
 - (D) Strategy Implementation
85. What is the starting point of strategic intent?
- (A) Objectives
 - (B) Goals
 - (C) Mission
 - (D) Vision

86. _____ is the foundation of the Blue Ocean Strategy.
- (A) Innovation
 - (B) Value Creation
 - (C) Value Innovation
 - (D) Cost-Benefit analysis
87. In SWOT analysis, SW reflects _____ factors.
- (A) Internal
 - (B) External
 - (C) International
 - (D) Necessary
88. The fundamental purpose for the existence of any organization is described by its_____.
- (A) Mission
 - (B) Policy
 - (C) Objective
 - (D) Strategy
89. The word 'strategy' is derived from the Greek word _____.
- (A) Stratum
 - (B) Strate
 - (C) Strategos
 - (D) Strategies
90. What is the starting point of strategic intent?
- (A) Goals
 - (B) Vision
 - (C) Objectives
 - (D) Mission

91. Low Cost, Differentiation and Focus are examples of:
- (A) Corporate Strategies
 - (B) Operational Strategies
 - (C) Business Strategies
 - (D) Functional Strategies
92. Buying another company by one company means:
- (A) Joint Venture
 - (B) Acquisition
 - (C) Amalgamation
 - (D) Merger
93. Marketing strategy is a _____ type of strategy.
- (A) Functional
 - (B) Corporate
 - (C) Business
 - (D) Growth
94. Stability strategy is a _____ level strategy.
- (A) Functional
 - (B) Corporate
 - (C) Business
 - (D) Strategic
95. Strategic Management is the management of an organization's resources to achieve its _____.
- (A) Financial Needs
 - (B) Goals and Objectives
 - (C) Competitive Advantage
 - (D) Market Share

96. Strategic Management does not involve _____.
(A) Setting Objectives
(B) Analyzing the competitive environment
(C) Analyzing the external organization
(D) Analyzing the internal organization
97. According to _____, strategic management is not a box of tricks or a bundle of techniques. It is analytical thinking and commitment of resources to action.
(A) Philip Kotler
(B) Andrew Carnegie
(C) Peter Drucker
(D) Abraham Maslow
98. The three organizational levels include _____.
(A) Corporate level
(B) Business level
(C) Functional level
(D) All of the above
99. The word tactic is most likely to be associated with _____.
(A) Business Strategy
(B) Corporate Strategy
(C) Operational Strategy
(D) All of the above
100. Low cost, Differentiation and Focus are examples of _____.
(A) Corporate Strategies
(B) Operational Strategies
(C) Business Strategies
(D) Functional Strategies

Rough Work / रफ कार्य

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