

SAMPLE MCQs
SUBJECT: STRATEGIC MANAGEMENT

Sr. No.	Question Content	Module No.
1	Which one is not one of the elements of strategic management? A) Formulation of Strategy B) Co-Ordination of Strategy C) Implementation of Strategy D) Evaluation of Strategy	1
2	VUCA stands for: A) Volatility, Uncertainty, Combination, and Ambiguity B) Volatility, Unknown, Complexity and Ambiguity C). Volatility, Uncertainty, Complexity and Ambiguity D). Variety, Uncertainty, Complexity and Ambiguity	2
3	Companies often make acquisitions abroad or enter into cross-border alliances to A) gain access to capabilities that complement their own or to learn from their partners B) to achieve lower costs through economies of scale C) influence their strategy choices in international markets D) expand into foreign markets	2
4	Which one Is not A VUCA component? A) Ambiguity B) Vulnerability C) Complexity D) Uncertainty	2
5	In SWOT Analysis, SW refers to the factors that are: A) Internal B) External C) Global D) Essential	3
6	Which of the following is not an example of a political risk? A) Government Regulations B) Cost of Production C) War D) Civil Unrest	3
7	What BCG Matrix Analyses? A) Portfolio of companies B) Sale of the products C) Growth of companies D) Revenue generated by companies	4
8	Market penetration strategy can be executed A) Forming Strategic Partnership B) Decreasing Prices to New Customer C) Understanding Potential Synergies For Competition D) When There Is Globally Standardized And Integrated Approach	5
9	Low-cost provider strategy becomes increasingly appealing and competitively powerful when A) the products of rival sellers are similar B) most buyers use the product in the different ways C) price competition among rival sellers is vigorous D) there is less competition in the market	6

10	Core Competencies Fulfil Criteria as Below: A) Provides Platform for Company's Entire Product Range B) Make A Significant Contribution In Sales Volumes C) It Is Difficult to Imitate by Competitors D) It Satisfies Consumer Needs	7
11	According to the _____, it can be concluded that firms have a competitive advantage in a market if they offer products of a higher perceived value to the customers and lower relative costs than competing firms. A) red ocean strategy B) blue ocean strategy C) analysis of national competitiveness D) competitive triangle	8
12	The Costs of Manufacturing are significantly lower in some _____ locations A) Geographic B) Company C) Local D) International	9
13	Horizontal Integration Means _____ A) acquire a profitable business b) acquire a loss-making business c) acquire business in your own industry d) acquire a business from foreign country	10
14	Strategy Evaluation Means _____ A) comparing costs B) comparing time horizon C) comparing human resource D) company plans with actuals.	11
15	Regional Integration Is _____ A) multi-lateral trading B) removing the barriers for group countries C) managing exchange rate D) anti-dumping tariff	12