

Roll No.

Question Booklet Number

O. M. R. Serial No.

--	--	--	--	--	--	--	--

B. B. A. (Sixth Semester) EXAMINATION, 2022-23

STRATEGIC MANAGEMENT AND BUSINESS POLICY

Paper Code

B	B	A	6	0	2	N
---	---	---	---	---	---	---

Questions Booklet
Series

C

Time : 1:30 Hours]

[Maximum Marks : 75

Instructions to the Examinee :

परीक्षार्थियों के लिए निर्देश :

- Do not open the booklet unless you are asked to do so.
- The booklet contains 100 questions. Examinee is required to answer 75 questions in the OMR Answer-Sheet provided and not in the question booklet. All questions carry equal marks.
- Examine the Booklet and the OMR Answer-Sheet very carefully before you proceed. Faulty question booklet due to missing or duplicate pages/questions or having any other discrepancy should be got immediately replaced.
- प्रश्न-पुस्तिका को तब तक न खोलें जब तक आपसे कहा न जाए।
- प्रश्न-पुस्तिका में 100 प्रश्न हैं। परीक्षार्थी को 75 प्रश्नों को केवल दी गई OMR आन्तर-शीट पर ही हल करना है, प्रश्न-पुस्तिका पर नहीं। सभी प्रश्नों के अंक समान हैं।
- प्रश्नों के उत्तर अंकित करने से पूर्व प्रश्न-पुस्तिका तथा OMR आन्तर-शीट को सावधानीपूर्वक देख लें। दोषपूर्ण प्रश्न-पुस्तिका जिसमें कुछ भाग छपने से छूट गए हों या प्रश्न एक से अधिक बार छप गए हों या उसमें किसी अन्य प्रकार की कमी हो, तो उसे तुरन्त बदल लें।

(Remaining instructions on the last page)

(शेष निर्देश अन्तिम पृष्ठ पर)

1. What is corporate synergy ?
 - (A) The process of downsizing and reducing costs
 - (B) The alignment and integration of different parts of a company to achieve greater overall value
 - (C) The focus on individual business units to maximize their profitability
 - (D) The pursuit of new market opportunities through market research and analysis
2. Which of the following is an example of operational synergy ?
 - (A) Sharing best practices and knowledge between departments
 - (B) Acquiring a competitor to eliminate competition
 - (C) Diversifying into new markets and product lines
 - (D) Implementing cost-cutting measures to improve profitability
3. What is the primary goal of achieving synergy in a merger or acquisition ?
 - (A) To eliminate competition and monopolize the market
 - (B) To reduce costs and improve operational efficiency
 - (C) To increase market share and revenue
 - (D) To create value that is greater than the sum of the individual parts
4. Which type of synergy occurs when two companies have complementary products or services ?
 - (A) Operational synergy
 - (B) Financial synergy
 - (C) Strategic synergy
 - (D) Marketing synergy
5. What is the role of effective communication in achieving corporate synergy ?
 - (A) To facilitate collaboration and knowledge sharing between departments
 - (B) To negotiate favourable terms in mergers and acquisitions
 - (C) To develop marketing strategies for new product launches
 - (D) To ensure compliance with regulatory requirements

6. Which of the following is a potential benefit of achieving financial synergy ?
 - (A) Increased market share and brand recognition
 - (B) Improved operational efficiency and cost savings
 - (C) Enhanced customer satisfaction and loyalty
 - (D) Expanded geographic reach and access to new markets
7. What is the main challenge in realizing synergy in mergers and acquisitions ?
 - (A) Cultural differences and integration of organizational structures
 - (B) Lack of financial resources and funding
 - (C) Uncertainty and volatility in the market
 - (D) Inadequate market research and analysis
8. Which of the following is an example of marketing synergy ?
 - (A) Sharing distribution channels and customer databases
 - (B) Consolidating financial statements and accounting practices
 - (C) Integrating production processes and supply chains
 - (D) Implementing employee training and development programs
9. What is the impact of achieving synergy on shareholder value ?
 - (A) Shareholder value remains unchanged
 - (B) Shareholder value decreases due to increased risks
 - (C) Shareholder value increases as the company becomes more competitive
 - (D) Shareholder value becomes irrelevant in synergy calculations
10. Which of the following is an example of vertical synergy ?
 - (A) A manufacturer acquiring a supplier to gain better control over the supply chain
 - (B) Two companies in the same industry merging to eliminate competition
 - (C) Sharing research and development resources to develop new technologies
 - (D) A company diversifying into unrelated markets to reduce risks

11. Which of the following statements best describes corporate strategy ?
 - (A) It focuses on operational efficiency and cost reduction.
 - (B) It involves decisions related to individual business units.
 - (C) It addresses the overall scope and direction of the entire organization.
 - (D) It focuses on short-term goals and immediate results.
12. Which strategy aims to expand a company's market share by increasing sales to existing customers ?
 - (A) Market development
 - (B) Product diversification
 - (C) Market penetration
 - (D) Horizontal integration
13. What is the primary goal of a differentiation strategy ?
 - (A) To offer products or services at the lowest possible cost
 - (B) To target a niche market segment
 - (C) To establish strategic alliances with competitors
 - (D) To create unique and distinctive offerings
14. Which of the following is a characteristic of a cost leadership strategy ?
 - (A) Offering high-end, premium products
 - (B) Focusing on product innovation and differentiation
 - (C) Providing products or services at the lowest cost in the market
 - (D) Concentrating on a narrow market segment
15. What does the term "synergy" refer to in the context of corporate strategy ?
 - (A) The ability to outperform competitors through innovation
 - (B) The alignment and integration of different parts of an organization to achieve common goals
 - (C) The process of acquiring competitors to eliminate competition
 - (D) The systematic analysis of market trends and customer preferences

16. Which growth strategy involves acquiring or merging with other companies in the same industry?
 - (A) Horizontal integration
 - (B) Vertical integration
 - (C) Diversification
 - (D) Market development
17. What is the purpose of a SWOT analysis in corporate strategy?
 - (A) To identify internal strengths and weaknesses of the organization
 - (B) To analyze the political, economic, social, and technological factors affecting the industry
 - (C) To evaluate the financial performance of the company
 - (D) To determine the target market and customer preferences
18. Which of the following is an example of a retrenchment strategy?
 - (A) Expanding into new international markets
 - (B) Introducing new product lines to diversify revenue streams
 - (C) Closing down unprofitable business units
 - (D) Forming strategic alliances with key competitors
19. Which strategy focuses on pursuing growth opportunities outside the company's current products and markets?
 - (A) Market penetration
 - (B) Market development
 - (C) Product diversification
 - (D) Retrenchment
20. What is the purpose of a portfolio analysis in corporate strategy?
 - (A) To assess the financial performance of individual business units
 - (B) To evaluate the competitive landscape of the industry
 - (C) To determine the optimal pricing strategy for products
 - (D) To allocate resources among different business units
21. Which of the following is a characteristic of a blue ocean strategy?
 - (A) Focusing on a niche market segment
 - (B) Emphasizing cost leadership and operational efficiency
 - (C) Creating uncontested market space by offering unique value
 - (D) Targeting customers based on demographic factors

22. Which strategy involves collaborating with competitors to achieve mutual benefits?
- (A) Horizontal integration
 - (B) Strategic alliance
 - (C) Vertical integration
 - (D) Market development
23. Which growth strategy involves expanding operations into new geographic regions or countries?
- (A) Market penetration
 - (B) Market development
 - (C) Product diversification
 - (D) Horizontal integration
24. Which strategy involves reducing costs by outsourcing non-core activities to external vendors or suppliers?
- (A) Diversification
 - (B) Outsourcing
 - (C) Market penetration
 - (D) Differentiation
25. What does the term "core competency" refer to in the context of corporate strategy?
- (A) The ability to produce goods or services at the lowest cost
 - (B) The unique strengths and capabilities that give a company a competitive advantage
 - (C) The process of expanding operations into new markets
 - (D) The analysis of competitors and market trends
26. Which strategy involves reducing costs by producing goods or services internally rather than relying on external suppliers?
- (A) Diversification
 - (B) Outsourcing
 - (C) Vertical integration
 - (D) Market development
27. What is the purpose of a competitive analysis in corporate strategy?
- (A) To assess the company's financial performance
 - (B) To determine the target market and customer preferences
 - (C) To evaluate the competitive landscape and identify strengths and weaknesses of competitors
 - (D) To analyze the political, economic, social, and technological factors affecting the industry

28. Which strategy involves selling off business units or assets to focus on core operations ?
- (A) Market development
 - (B) Liquidation
 - (C) Retrenchment
 - (D) Differentiation
29. What is the purpose of a strategic planning process ?
- (A) To set short-term goals and targets for the organization
 - (B) To allocate financial resources to different business units
 - (C) To develop a roadmap for achieving long-term organizational objectives
 - (D) To evaluate the performance of individual employees
30. Which strategy involves introducing new products or services to existing markets ?
- (A) Market penetration
 - (B) Market development
 - (C) Product development
 - (D) Horizontal integration
31. What is the purpose of a mission statement in corporate strategy ?
- (A) To outline the company's financial goals and objectives
 - (B) To identify potential risks and threats in the industry
 - (C) To define the company's purpose, values, and overall direction
 - (D) To analyze the external macro-environmental factors affecting the organization
32. Which strategy involves targeting a specific segment of the market with specialized products or services ?
- (A) Differentiation
 - (B) Market penetration
 - (C) Market development
 - (D) Cost leadership
33. What is the purpose of a competitive advantage in corporate strategy ?
- (A) To increase market share and revenue
 - (B) To achieve cost leadership and operational efficiency
 - (C) To differentiate the company's offerings from competitors
 - (D) To identify potential merger and acquisition opportunities

34. Which strategy involves expanding operations along the supply chain, either backward or forward ?
- Diversification
 - Horizontal integration
 - Vertical integration
 - Market development
35. What does the term "strategic fit" refer to in corporate strategy ?
- The alignment of the company's goals with industry standards
 - The compatibility and coherence between different elements of a company's strategy
 - The analysis of market trends and customer preferences
 - The process of identifying and selecting target market segments
36. The systematic collection of information about rivals in order to assist the development of firm strategies is called :
- Competitor intelligence
 - Internal benchmarking
 - Benchmarking
 - Functional benchmarking
37. Which among the following is not opened for private sector participation ?
- railways
 - telecommunication sector
 - education sector
 - power sector
38. Which among these can be the condition for the success of privatisation ?
- measurability of performance
 - alternative institutional arrangements
 - barriers to enter the market
 - All of the above
39. Which among these is monopolistic trade practice ?
- Manufacturing only one product
 - Selling only one product
 - Limiting technical development
 - Unreasonably limiting competition
40. The industrial policy resolution was passed first in :
- 1947
 - 1956
 - 1931
 - 1948
41. Globalisation is the term used to describe process of removal of restriction on :
- investment
 - foreign trade
 - Both (A) and (B)
 - None of the above

42. Laissez faire policy is adopted in :
- socialist economic system
 - capitalist economic system
 - communist economic system
 - mixed economic system
43. Which of the following is NOT a typical step in the corporate planning process ?
- Environmental scanning
 - Goal setting
 - Resource allocation
 - Sales forecasting
44. SWOT analysis is a technique used in corporate planning. What does SWOT stand for ?
- Strengths, weaknesses, opportunities, threats
 - Strategy, workforce, operations, technology
 - Sales, marketing, operations, teamwork
 - Structure, workflow, optimization, training
45. Which of the following is an example of an external factor that influences corporate planning ?
- Employee turnover rate
 - Market demand for the company's product
 - Financial performance of competitors
 - Organizational culture
46. Which financial ratio is commonly used to assess a company's liquidity and its ability to meet short-term obligations ?
- Return on investment (ROI)
 - Debt-to-equity ratio
 - Current ratio
 - Earnings per share (EPS)
47. Which of the following is a characteristic of a well-defined corporate strategy ?
- Vague and ambiguous objectives
 - Lack of alignment with organizational goals
 - Consistent decision-making guidelines
 - Reactive approach to market changes
48. What is the purpose of a contingency plan in corporate planning ?
- To outline long-term strategic goals
 - To identify potential risks and develop response strategies
 - To allocate resources efficiently
 - To analyze market trends and customer behavior

49. Which of the following is not a characteristic of strategic management ?
- (A) Long-term orientation
 - (B) Reactive decision-making
 - (C) External focus
 - (D) Holistic approach
50. Which step in the strategic management process involves assessing the external and internal environment of an organization ?
- (A) Strategy implementation
 - (B) Strategy formulation
 - (C) Strategy evaluation
 - (D) Strategy analysis
51. Which of the following is an example of a strategic objective ?
- (A) Increase sales by 10% in the next quarter
 - (B) Reduce employee turnover rate by 5%
 - (C) Improve customer satisfaction scores by 15%
 - (D) Launch a new product line by the end of the year
52. A SWOT analysis assesses an organization's :
- (A) Strengths, weaknesses, opportunities, and threats
 - (B) Strategies, weaknesses, opportunities, and tactics
 - (C) Strengths, weaknesses, obstacles, and threats
 - (D) Strategies, weaknesses, opportunities, and trends
53. Which of the following is not an example of a corporate-level strategy ?
- (A) Differentiation strategy
 - (B) Vertical integration
 - (C) Diversification
 - (D) Cost leadership
54. Which type of strategy focuses on gaining a competitive advantage within a particular industry or market segment ?
- (A) Corporate-level strategy
 - (B) Business-level strategy
 - (C) Functional-level strategy
 - (D) Operational-level strategy

55. Which of the following is an example of a cost leadership strategy ?
- (A) Offering a unique product with premium features
 - (B) Focusing on a narrow market segment
 - (C) Providing the lowest prices in the market
 - (D) Differentiating products through superior customer service
56. Which strategy involves expanding a company's operations into new markets or industries ?
- (A) Market penetration
 - (B) Market development
 - (C) Product development
 - (D) Diversification
57. When a company taken over another one and clearly becomes the new owner, the action is called ?
- (A) Acquisition
 - (B) Merger
 - (C) Strategic Alliance
 - (D) None of the above
58. The BCG matrix categorizes a company's products into four quadrants based on their :
- (A) Market share and growth rate
 - (B) Profit margin and market growth rate
 - (C) Sales revenue and market potential
 - (D) Brand equity and competitive intensity
59. Liberalization means :
- (A) free determination of interest rates
 - (B) liberating the industry, trade and economy from unwanted restrictions
 - (C) opening up of economy to the world by attaining international competitiveness
 - (D) reducing number of reserved industries from 17 to 8
60. Which of the following is an external factor that can influence the strategic management process ?
- (A) Organizational culture
 - (B) Managerial skills
 - (C) Technological advancements
 - (D) Employee motivation

61. Which of the following is a component of the PESTEL analysis ?
- (A) Strengths
 - (B) Weaknesses
 - (C) Opportunities
 - (D) Legal factors
62. The VRIO framework is used to assess the :
- (A) External market conditions
 - (B) Competitive forces within an industry
 - (C) Internal resources and capabilities of an organization
 - (D) Customer preferences and buying behavior
63. Which of the following is a characteristic of an effective strategic leader ?
- (A) Micro-managing subordinates
 - (B) Avoiding taking risks
 - (C) Fostering a culture of innovation
 - (D) Relying solely on intuition for decision-making
64. Which strategy involves reducing an organization's business operations ?
- (A) Divestment
 - (B) Acquisition
 - (C) Merger
 - (D) Joint venture
65. Which of the following is a step in the strategy implementation phase ?
- (A) Conducting a competitor analysis
 - (B) Formulating strategic objectives
 - (C) Allocating resources
 - (D) Evaluating strategic alternatives
66. A competitive advantage can be sustained if it is :
- (A) Easily replicable by competitors
 - (B) Based on temporary market conditions
 - (C) Difficult to imitate or substitute
 - (D) Focused on cost leadership only
67. Which of the following is an example of a key performance indicator (KPI) ?
- (A) Total number of employees
 - (B) Profit margin
 - (C) Employee satisfaction rating
 - (D) Number of e-mails sent per day
68. Which strategy aims to increase market share by selling more products to existing customers ?
- (A) Market penetration
 - (B) Market development
 - (C) Product development
 - (D) Diversification

69. Which of the following is a benefit of strategic management ?
- (A) Short-term focus on operational tasks
 - (B) Increased resistance to change
 - (C) Improved decision-making
 - (D) Limited need for adaptation
70. Which of the following is an example of a core competency ?
- (A) Efficient supply chain management
 - (B) High employee turnover rate
 - (C) Strong brand image
 - (D) Technological obsolescence
71. Which of the following is NOT a common component of a business plan ?
- (A) Executive summary
 - (B) Market analysis
 - (C) Balance sheet
 - (D) Marketing strategy
72. Strategic Planning is :
- (A) Descriptive
 - (B) Theoretical
 - (C) Creative
 - (D) Analytical
73. Which of the following is a financial ratio used to assess a company's liquidity ?
- (A) Price-earnings ratio
 - (B) Debt-to-equity ratio
 - (C) Current ratio
 - (D) Return on investment
74. What does ROI stand for in business planning ?
- (A) Return on Investment
 - (B) Revenue on Investment
 - (C) Risk of Investment
 - (D) Rate of Interest
75. Which of the following is an external factor that could impact a business's operations ?
- (A) Company culture
 - (B) Supply chain management
 - (C) Employee training programs
 - (D) Government regulations
76. A competitive analysis helps a business identify :
- (A) The target market
 - (B) Potential investors
 - (C) Key competitors
 - (D) Marketing channels

77. Which financial statement provides an overview of a company's revenues and expenses over a specific period ?
- (A) Income statement
 - (B) Balance sheet
 - (C) Cash flow statement
 - (D) Statement of retained earnings
78. Which of the following is a characteristic of an effective business goal ?
- (A) Vague and unmeasurable
 - (B) Unrealistic and unattainable
 - (C) Time-bound and measurable
 - (D) Subjective and ambiguous
79. What is the purpose of a market analysis in a business plan ?
- (A) To outline the company's financial projections
 - (B) To identify potential investors and partners
 - (C) To assess the target market and competition
 - (D) To establish the company's organizational structure
80. Which of the following is NOT a typical section of a business plan ?
- (A) Human resources
 - (B) Product pricing
 - (C) Customer testimonials
 - (D) Marketing strategy
81. Which pricing strategy involves setting prices based on the perceived value of the product or service ?
- (A) Cost-plus pricing
 - (B) Penetration pricing
 - (C) Skimming pricing
 - (D) Value-based pricing
82. What is the purpose of a mission statement in a business plan ?
- (A) To describe the target market
 - (B) To outline the company's financial goals
 - (C) To define the company's purpose and values
 - (D) To identify potential risks and threats

83. Which of the following is an example of a marketing objective ?
- (A) Increasing customer satisfaction ratings by 10%
 - (B) Reducing production costs by 5%
 - (C) Hiring five new employees in the next quarter
 - (D) Expanding the company's product line.
84. What is the purpose of a break-even analysis in business planning ?
- (A) To determine the optimal pricing strategy
 - (B) To evaluate the company's financial performance
 - (C) To identify potential risks and threats
 - (D) To calculate the point at which revenue equals expenses
85. Which of the following is an internal factor that could affect a business's operations ?
- (A) Market trends
 - (B) Economic conditions
 - (C) Competitor strategies
 - (D) Organizational culture
86. Which type of business structure offers limited liability protection to its owners ?
- (A) Sole proprietorship
 - (B) Partnership
 - (C) Corporation
 - (D) Limited liability company (LLC)
87. Which of the following is a characteristic of a target market ?
- (A) A broad and diverse group of consumers
 - (B) Individuals who are not interested in the product or service
 - (C) A specific group of consumers with similar needs
 - (D) The entire population of potential customers
88. What does the acronym SMART stand for in the context of goal setting ?
- (A) Specific, Measurable, Achievable, Realistic, Time-bound
 - (B) Strategic, Methodical, Aligned, Relevant, Targeted
 - (C) Successful, Meaningful, Ambitious, Resourceful, Timely
 - (D) Structured, Motivated, Adaptable, Resilient, Tenacious

89. Which of the following is a key element of a marketing plan ?
- (A) Financial projections
 - (B) Product design specifications
 - (C) Competitive analysis
 - (D) Employee training programs
90. Which of the following is NOT a typical source of funding for a startup ?
- (A) Venture capital
 - (B) Personal savings
 - (C) Crowdfunding
 - (D) Government grants
91. What is the purpose of a cash flow statement in a business plan ?
- (A) To assess a company's liquidity and cash position
 - (B) To provide an overview of the company's revenues and expenses
 - (C) To outline the company's marketing strategies
 - (D) To evaluate the company's profitability and financial performance
92. Which of the following is a key element of a competitive analysis ?
- (A) Employee training programs
 - (B) Market segmentation
 - (C) Social media advertising
 - (D) Benchmarking against competitors
93. Which type of market research involves gathering information directly from consumers ?
- (A) Secondary research
 - (B) Qualitative research
 - (C) Quantitative research
 - (D) Focus groups
94. By which act does the government check restrictive trade ?
- (A) MRTP Act
 - (B) FEMA act
 - (C) Industrial Policy Act 1991
 - (D) None of these

95. What is the purpose of a contingency plan in business planning ?
- (A) To outline the company's sales and revenue projections
 - (B) To identify potential risks and develop strategies to mitigate them
 - (C) To assess the company's financial performance
 - (D) To determine the company's target market
96. What is a financial objective in business ?
- (A) Increasing market share
 - (B) Enhancing brand reputation
 - (C) Maximizing revenue and profitability
 - (D) Improving employee satisfaction
97. What is an example of an operational objective ?
- (A) Expanding into new international markets
 - (B) Building strong relationships with customers
 - (C) Increasing employee productivity and efficiency
 - (D) Developing innovative product features
98. What does a marketing objective focus on ?
- (A) Managing financial resources effectively
 - (B) Building strong supplier relationships
 - (C) Creating brand awareness and generating customer demand
 - (D) Strengthening internal communication and collaboration
99. What is the purpose of a social responsibility objective ?
- (A) Maximizing shareholder wealth
 - (B) Improving employee morale and job satisfaction
 - (C) Meeting legal and ethical obligations to society and the environment
 - (D) Developing new business partnerships and alliances
100. What is a strategic objective in business ?
- (A) Enhancing product quality and customer service
 - (B) Implementing effective cost-cutting measures
 - (C) Increasing employee training and development opportunities
 - (D) Achieving long-term goals and positioning the company for growth