Final Test Paper 9 INDIAN INSTITUTE OF MATERIALS MANAGEMENT
Strategic Management
GDMM/PGDMM 3 YEARS

Instructions:
1. Answer all 50 questions. Each question carries 2 marks Total : 100 Marks
2. Duration 1 Hour.

*Required

1. Email *

2. Name *

3. Roll Number

4. 1. Future of business firms is affected by the resolution of

Mark only one oval.

☐ Strategic issues
☐ Complex issues
☐ Alternative issues
☐ Option 4

5. 2. Uniliver is one of the world’s oldest

Mark only one oval.

☐ Global company
☐ Multinational company
☐ Indian company
☐ Growing company
6. 3. Financial objectives ensure

*Mark only one oval.*

- Minimum economy in expenditure
- Maximum economy in expenditure
- Adequate economy in expenditure
- Sufficient economy in expenditure

7. 4. For abbreviation ‘BCG’ B stands for

*Mark only one oval.*

- Britain
- Boston
- Bharat
- Birmingham

8. 5. Elements of strategic management do not include

*Mark only one oval.*

- Analysis
- Packaging
- Choice
- Implementation

9. 6. SBU stands for

*Mark only one oval.*

- State Business Unit
- Strategic Business Unit
- Store Barcode Unit
- Short-term Business Unit
10. 7. Demographic change is part of

*Mark only one oval.*

- External Environment
- Internal Environment
- Climatic Change
- Environmental Change

11. 8. Operations management is almost similar to

*Mark only one oval.*

- Purchase management
- Quality control
- Production Management
- Reengineering processes

12. 9. Strategic planning is

*Mark only one oval.*

- Tactical planning
- Long term planning
- Short term planning
- Operational planning

13. 10. CSF stands for

*Mark only one oval.*

- Critical Success Factor
- Critical Success & Failure
- Criteria for Success Factor
- Central Security Force
14. FDI stands for

*Mark only one oval.*

- [ ] Foreign Direct Interest
- [ ] For Direct Investment
- [ ] Foreign Department of Investment
- [ ] Foreign Direct Investment

15. NGO stands for

*Mark only one oval.*

- [ ] Non Government Ordinance
- [ ] Non Government Organization
- [ ] National Government Organization
- [ ] Non Government Operation

16. Pioneer of strategy

*Mark only one oval.*

- [ ] E. Deming
- [ ] Peter Drucker
- [ ] Crosby
- [ ] Juran

17. Industries suffer considerably due to shortage of

*Mark only one oval.*

- [ ] Power supply
- [ ] Infrastructure
- [ ] Money
- [ ] Technology
18. Operation capability factors are related to the production of

*Mark only one oval.*

- Sales
- Capacity
- Products
- Banking

19. The useful method for organizational appraisal is

*Mark only one oval.*

- Manufacturing facilities available in plant
- Man power available in plant
- Availability of Raw materials
- Value chain analysis

20. Which statement is correct about strategic management process

*Mark only one oval.*

- It occurs once a year
- It applies to large businesses
- It applies to small businesses
- It is a continuous process

21. For expansion, which strategies offer an attractive alternative

*Mark only one oval.*

- Self life items
- Domestic
- European
- International
22. A term relevant to the desired future state that the organization attempts to realize

*Mark only one oval.*

- [ ] Strategy
- [ ] Goal
- [ ] Policy
- [ ] Procedure

23. Selling includes all the marketing activity except

*Mark only one oval.*

- [ ] Advertising
- [ ] Sales promotion
- [ ] Customer relations
- [ ] Pricing

24. Which management function includes breaking tasks into jobs and delegating authority

*Mark only one oval.*

- [ ] Motivating
- [ ] Staffing
- [ ] Organizing
- [ ] Planning

25. ERP stands for

*Mark only one oval.*

- [ ] Energy Report of Project
- [ ] Engineering Research Project
- [ ] Enterprise Resource Planning
- [ ] Electronic Re-engineering of Projects
26. Corporate social policy should be designed and articulated in strategic management during

*Mark only one oval.*

- Evaluation stage
- Formulation stage
- Implementation stage
- Transportation of materials by a party other than a, b, c above

27. All the sectors are more technologically oriented except

*Mark only one oval.*

- Textile
- Pharmaceutical
- Telecommunications
- Beverages

28. What is the first step in controlling function of management

*Mark only one oval.*

- Take corrective actions
- Restrict breaks employees take
- Establish performance standards
- Evaluate expense

29. Which marketing entity is not an intermediary

*Mark only one oval.*

- Brokers
- Producer
- Agents
- Vendors
27. All fall under pricing decisions except

*Mark only one oval.*

- [ ] Discounts
- [ ] Credit terms
- [ ] Markups
- [ ] Dealer relations

28. Which statement is broad and aspiration of an organization to be in future

*Mark only one oval.*

- [ ] Corporate philosophy
- [ ] Company creed
- [ ] Vision statement
- [ ] Mission statement

29. Identify the precise sequence of stages of strategic management process

*Mark only one oval.*

- [ ] Strategy formulation, implementation and evaluation
- [ ] Strategy evaluation formulation, and implementation
- [ ] Strategy evaluation, implementation and formulation
- [ ] Strategy implementation, evaluation and formulation

30. The weakness of a business organization is

*Mark only one oval.*

- [ ] Price war
- [ ] Poor location
- [ ] Increased trade barriers
- [ ] Innovative substitute product
31. Developing vision and mission statement is important because of following reasons except

*Mark only one oval.*

- They are useful for large firms only
- They establish organizational culture
- They are the basis for allocating resources
- They translate objectives into work structure

32. Departmentalization is done on the basis of following, except

*Mark only one oval.*

- Functions
- SBUs
- Number of employees
- Divisions

33. Which of the following can be treated as a threat to the organization

*Mark only one oval.*

- Production
- Competitive trends
- Research and development
- Management Information Service

34. Ethnic balance is affected due to

*Mark only one oval.*

- Change in ethnic values
- Awareness of ethnic norms
- Migration of the people towards different areas
- Introduction of new ethnic laws
38. Which group represents the stakeholders of the company

*Mark only one oval.*

- People who have special stake on the company
- People who have purchased the shares of the company
- The owner of the company
- People who are in the management of company

39. One of the following is not a good feature of an organization

*Mark only one oval.*

- Clear line of authority
- Lesser managerial levels
- Proper span of control
- Dual Control

40. Which of the following arise when a company can take advantage of local environmental conditions

*Mark only one oval.*

- Strength
- Weakness
- Opportunities
- Threat

41. Statement referred to for price fluctuation is

*Mark only one oval.*

- Decrease in price level
- Increase in price level
- Fluctuation in general price level
- Fluctuation in price level of a particular commodity
39. Effective mission statements do not have the features as

*Mark only one oval.*

- What does the firm want to become
- Generate range of feasible alternatives
- Reconcile interest among diverse stakeholders
- Provide criteria for selecting strategies

40. Which of the process is influencing people to complete the given task

*Mark only one oval.*

- Motivating
- Staffing
- Controlling
- Organizing

41. First step in the comprehensive strategic –management model is

*Mark only one oval.*

- Performing external audit
- Performing internal audit
- Developing vision and mission statements
- Evaluating performance

42. One of the following not included in the strategic management model is

*Mark only one oval.*

- Performance evaluation
- Long term objectives
- Internal research to identify customers
- Vision and mission statement
46. All are broad categories of external forces except

*Mark only one oval.*

- [ ] Economic forces
- [ ] Technological forces
- [ ] Socioeconomic forces
- [ ] Competitive forces

47. Out of the following which one can be the weakness of the firm

*Mark only one oval.*

- [ ] High oil prices
- [ ] Ineffective marketing
- [ ] Changing life style
- [ ] Increasing pollution

48. Which one of the following deals with the management of transformation of input into output

*Mark only one oval.*

- [ ] Marketing
- [ ] Operations
- [ ] Finance
- [ ] Distribution

49. Which type of trend can be exemplified by the increase in average level of education in the society

*Mark only one oval.*

- [ ] Social
- [ ] Economic
- [ ] Cultural
- [ ] Technological
50. Various job titles of a strategist may include all of the following except

*Mark only one oval.*

- [ ] Owner
- [ ] Chancellor
- [ ] Foreman
- [ ] Social Policy

51. Which of the following are the guide lines of decision making

*Mark only one oval.*

- [ ] Laws
- [ ] Policies
- [ ] Rules
- [ ] Goals

52. The analysis of the internal environment contributes to the

*Mark only one oval.*

- [ ] Strategy formulation process
- [ ] Ethical process
- [ ] Planning process
- [ ] Controlling process

53. Strategic management is a system that aligns business activities to create

*Mark only one oval.*

- [ ] A positive outcome
- [ ] Business environment
- [ ] Maximum profit
- [ ] An amicable environment