

**SAMPLE MCQs**  
**SUBJECT: STRATEGIC MANAGEMENT**

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

|    |   |    |
|----|---|----|
| 10 | <b>Core Competencies Fulfil Criteria as Below:</b><br><b>A) Provides Platform for Company's Entire Product Range</b><br><b>B) Make A Significant Contribution In Sales Volumes</b><br><b>C) It Is Difficult to Imitate by Competitors</b><br><b>D) It Satisfies Consumer Needs</b>  | 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.<br>A) red ocean strategy<br>B) blue ocean strategy<br>C) analysis of national competitiveness<br>D) competitive triangle | 8  |
| 12 | The Costs of Manufacturing are significantly lower in some _____ locations<br>A) Geographic<br>B) Company<br>C) Local<br>D) International   | 9  |
| 13 | Horizontal Integration Means _____<br>A) acquire a profitable business<br>b) acquire a loss-making business<br>c) acquire business in your own industry<br>d) acquire a business from foreign country   | 10 |
| 14 | Strategy Evaluation Means _____<br>A) comparing costs<br>B) comparing time horizon<br>C) comparing human resource<br>D) company plans with actuals.   | 11 |
| 15 | Regional Integration Is _____<br>A) multi-lateral trading<br>B) removing the barriers for group countries<br>C) managing exchange rate<br>D) anti-dumping tariff  | 12 |