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(Pages : 4)

Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, APRIL 2023**

(CBCSS)

M.Com.

**MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT**

(2019 Admission onwards)

[Improvement Candidates need not appear for MCQ Part]

(Multiple Choice Questions for SDE Candidates)

**Time : 20 Minutes**

**Total No. of Questions : 20**

**Maximum : 5 Weightage**

**INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

## MCM 2C 07—ADVANCED STRATEGIC MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Which of the following is not a characteristic of strategic Management?
  - (A) Strategic issues require top-management decisions.
  - (B) Strategic issues involve the allocation of large amounts of company resources.
  - (C) Strategic issues are future oriented.
  - (D) None of these.
2. The various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs are called :
  - (A) Strengths.
  - (B) Core competencies.
  - (C) Capabilities.
  - (D) Customer value.
3. \_\_\_\_\_ strategy defines the day to day actions need to deliver the corporate and business strategies.
  - (A) Core strategy.
  - (B) Operational Strategy.
  - (C) Corporate strategy.
  - (D) Functional strategy.
4. Which of the following is/are not an element/s of strategic management Process?
  - (A) Scanning.
  - (B) Formulation.
  - (C) Implementation.
  - (D) None of these.
5. The environmental segments that comprise the general environment typically will NOT include:
  - (A) Demographic factors.
  - (B) Sociocultural factors.
  - (C) Substitute products or services.
  - (D) Technological factors.
6. According to Greenley, strategic management offers all of these benefits except that:
  - (A) It provides an objective view of management problems.
  - (B) It creates a framework for internal communication among personnel.
  - (C) It encourages a favourable attitude toward change.
  - (D) It maximizes the effects of adverse conditions and changes.
7. "A possible and desirable future state of an organization" is called :
  - (A) Mission.
  - (B) Vision.
  - (C) Strategy implementation.
  - (D) None of above.

8. \_\_\_\_\_ is not part of an external audit.
- (A) Analysing competitors. (B) Analysing financial ratios.  
(C) Analysing available technologies. (D) Studying the political environment.
9. The central purpose of strategic evaluation is \_\_\_\_\_.
- (A) Evaluate effectiveness of strategy to achieve organisational objectives.  
(B) Evaluate effectiveness of control system to measure achievements.  
(C) Evaluate effectiveness of strategies to be implemented efficiently.  
(D) Evaluate effectiveness of the strategy implementation process.
10. In BCG Matrix, "BCG" stands for \_\_\_\_\_.
- (A) Budgeted and Controlled Growth. (B) Basic Categorised Growth.  
(C) Boston Consultancy Group. (D) Bata Consultancy Group.
11. Horizontal integration is concerned with :
- (A) Production. (B) Quality.  
(C) Product planning. (D) All of the above.
12. The control process requires the following types of information :
- (A) Planned performance. (B) Variances.  
(C) Reasons. (D) All of the above.
13. A sustained or sustainable competitive advantage requires that :
- (A) The value creating strategy be in a formulation stage.  
(B) Competitors implement the strategy.  
(C) Other companies not be able to duplicate the strategy.  
(D) Average returns be earned by the company.
14. The \_\_\_\_\_ environment is composed of elements in the broader society that can influence an industry and the firms within it.
- (A) General. (B) Competitor.  
(C) Sociocultural. (D) Industry.

Turn over

15. A firm successfully implementing a differentiation strategy would expect :
- (A) Customers to be sensitive to price increases.
  - (B) To charge premium prices.
  - (C) Customers to perceive the product as standard.
  - (D) To automatically have high levels of power over suppliers.
16. The two best reasons for investing company resources in vertical integration (either forward or backward) are to :
- (A) Expand into foreign markets and/or control more of the industry value chain.
  - (B) Broaden the firm's product line and/or avoid the need for outsourcing.
  - (C) Enable use of offensive strategies and/or gain a first mover advantage over rivals by revamping the industry value chain.
  - (D) Strengthen the company's competitive position and/or boost its profitability.
17. Which of these is/are a basic activity of strategy evaluation ?
- (A) Reviewing the underlying internal and external factors that represent the base strategies
  - (B) Measuring organizational performance.
  - (C) Taking corrective actions.
  - (D) All of the above.
18. For intensive growth, the company first considers whether it could gain more market share for its current products in their current market, using a \_\_\_\_\_.
- (A) Market-penetration strategy.
  - (B) Market development strategy.
  - (C) Product-development strategy.
  - (D) Diversification strategy.
19. In \_\_\_\_\_, the company can develop new products that are technologically advanced relative to its current product line and still can appeal to its current customers.
- (A) Concentric diversification.
  - (B) Horizontal diversification.
  - (C) Conglomerate diversification.
  - (D) None of the above.
20. The most complex structure of Strategic organisation is :
- (A) Functional.
  - (B) Transnational.
  - (C) Matrix.
  - (D) Divisional.