

**Sai Shiva Educational trust's**  
ARUN MUCHHALA INTERNATIONAL COLLEGE OF HOTEL MANAGEMENT  
Subject: Strategic management

1. A type of partnership where two or more firms together establish new business unit to achieve certain well defined goals.
  - a. Takeover
  - b. Innovation
  - c. Joint Venture
  - d. Diversification
  
2. The analysis of Internal environment and the External environment of an organization is known as
  - a. IFE matrix
  - b. EFE matrix
  - c. SWOT analysis
  - d. Porter's Model
  
3. The \_\_\_\_\_ of management consists of the chief executive officer (CEO), other senior executives, and corporate staff.
  - a. Corporate level
  - b. Business Level
  - c. Functional Level
  - d. Branch Level
  
4. \_\_\_\_\_ matrix shows the summary of strength and weaknesses of an organization.
  - a. Internal Factor Evaluation
  - b. External Factor Evaluation
  - c. Competitor Profile
  - d. Porter's Five force analysis
  
5. The word Strategy comes from the \_\_\_\_\_ word 'Strategos' which means a general
  - a. Latin
  - b. Greek
  - c. French
  - d. American
  
6. \_\_\_\_\_ is a Comprehensive long term plan
  - a. Strategy
  - b. Marketing
  - c. Management
  - d. Development

7. The \_\_\_\_\_ is one of the most important factors in the firm's external environment.
- Policy
  - plan
  - Customer
  - Human Resource
8. What is the need of Environment analysis?
- To do Facility Planning
  - To know the business life
  - To predict the windup value
  - To do social work
9. The strategic management process can be broadly divided into \_\_\_\_\_ phases
- Two
  - Three
  - Four
  - Eight
10. A \_\_\_\_\_ is a collection of functions or departments that work together to bring a particular good or service to the market
- Mangement
  - Company
  - HR
  - Behaviour
11. \_\_\_\_\_ managers are responsible for the specific business operations
- General manager
  - Functional level manager
  - Business level manager
  - CEO
12. Which is NOT 7S model element?
- Strategy
  - Supply
  - Staff
  - Style
13. A clear \_\_\_\_\_ provides the foundation for developing a comprehensive mission statement.
- Vvision
  - Objective
  - Goal
  - Idea

14. After making a SWOT analysis & the Gap Analysis, the management needs to \_\_\_\_\_ to accomplish the objectives of the firm.
- Frame alternative strategies
  - Choice of strategies
  - Analysis of external factor
  - Analysis of Internal Factor
15. What do you mean by strategy?
- a plan of action or policy
  - a regulatory frame work
  - an actual performance
  - an organization need
16. Competitive advantage can best be described as:
- increased efficiency.
  - what sets an organization apart.
  - a strength of the organization.
  - intangible resources
17. Resource allocation element comes under which process phase?
- Strategy evaluation
  - Strategy implementation
  - Strategy planning
  - Strategy formulation
18. \_\_\_\_\_ environment consists of all those factors in the Firm's immediate environment.
- Macro
  - Micro
  - Government
  - Social
19. \_\_\_\_\_ the primary step in Strategic Management.
- SWOT analysis
  - Marketing
  - Organizing
  - Functioning

20. \_\_\_\_\_ structure, which is suitable for multi-project/product organization.

- a. Matrix
- b. Micro
- c. Macro
- d. Super

21. A mission statement should always aim higher but not impossible goals it defines which characteristic?

- a. Clarity
- b. Current
- b. Feasibility
- c. Enduring

22. \_\_\_\_\_ studies human population with reference to its size, density, literacy rate, life expectancy, sex ratio, rural-urban divide, age composition, occupation

- a. Economic environment
- b. Demographic environment
- c. Political environment
- d. Social environment

23. Which is NOT the advantage of SWOT analysis?

- a. Consolidate Strengths
- b. Increase the weaknesses
- c. Minimize the threats
- b. Help to grab the opportunities

24. Once the strategies are formulated, then the next stage is \_\_\_\_\_ of such strategies

- a. Planning
- b. Dividing
- c. Implementing
- d. Organizing

25. Which is the first step of strategic management model?

- a. Establish long term objectives
- b. Implement strategies
- c. Measure & evaluate performance
- d. Develop vision & mission statements

- 26 What do you mean by strategy?
- a plan of action or policy
  - a regulatory frame work
  - an actual performance
  - an organization need
- 27 According to Kotler, \_\_\_\_\_ means description of something in future.
- Mission
  - Vision
  - Business Model
  - Objectives
- 28 Oerik Abell suggests defining business along the three dimensions of customer groups, Customer functions and \_\_\_\_\_
- Customer responsibility
  - Social need
  - Alternate Technologies
  - Political network
- 29 “Beyond making profits, companies are responsible for the totality of their impact on people and the planet”, Give one word
- Corporate Social Responsibility
  - Corporate Business etiquette
  - Corporate ethics
  - Business definition
- 30 Which of the following is NOT a major element of the strategic management process?
- Formulating strategy
  - Implementing strategy
  - Evaluating strategy
  - Assigning administrative tasks
- 31 \_\_\_\_\_ can be used to help analyses and communicate these strategic choices.
- Bbusiness model
  - Strategy
  - Planning
  - Marketing

- 32 The three level of organizations are:
- Corporate level, business level, business level
  - Corporate Level, Functional level, unit level
  - Strategy level, formulation level, implementation level
  - Employer level, employee level, worker level
- 33 What is the full form of SWOT?
- Strength, weakness, organization, technology
  - Strategy, Workers, Opportunity, Technology
  - Strength, weakness, opportunity, Threat
  - Strategy, work, Organize, Trial
- 34 Taxation, foreign trade, money market are related to
- Political environment
  - Economic environment
  - Technological Environment
  - Cultural Environment
- 35 The physical resources like technology, plant, and equipment, geographical location are known as
- Organizational Behavior
  - Organizational Capabilities
  - Organizational Resources
  - Organizational Values
- 36 The term strategy is used in business to describe how an organization is going to achieve its overall
- employees
  - objectives
  - action
  - strategy
- 37 The first step in the formulation of a strategy is to frame \_\_\_\_\_ & \_\_\_\_\_ of the firm
- Strength and weakness
  - Opportunity and threat
  - Vision and mission
  - Internal and External environment

- 38 Which is NOT the corporate social responsibility group?
- Responsibility towards employee
  - Responsibility towards shareholders
  - Responsibility towards employer
  - Responsibility towards Society
- 39 \_\_\_\_\_ are based on provision of goods/services to customers.
- Customer groups
  - Customer functions
  - Customer service
  - Customer relations
- 40 Poor corporate image is a \_\_\_\_\_ and financial stability is a \_\_\_\_\_.
- Threat, opportunity
  - Strength, weakness
  - Weakness, strength
  - Opportunity, threat
- 41 What is the full form of ETOP?
- Environmental Threats and Opportunities Profile
  - Entertainment Travel Opportunities Participate
  - Ecological Threats Organization Practice
  - Environment Tactic Organization Participation
- 42 \_\_\_\_\_ places emphasis on family management & normally uses outdated techniques or practices, there is not much emphasis on social responsibility
- Professional approach
  - Management approach
  - Traditional approach
  - Industrial approach
- 43 The external environment can be divided in to \_\_\_\_\_ groups
- Four
  - Three
  - One
  - Two
- 44 Manpower is the example of which resources?
- Physical resources
  - Human resources
  - Technical resources
  - Financial resources

- 45 \_\_\_\_\_ relates to natural resources like land, water, minerals.
- Economic environment
  - Ecological environment
  - Demographic environment
  - Macro environment
- 46 The \_\_\_\_\_ of management consists of the chief executive officer (CEO), other senior executives.
- Functional level
  - Business level
  - Corporate level
  - Social level
- 47 \_\_\_\_\_ are the favorable circumstances or the situations which the External environment offers.
- Strength
  - Opportunities
  - Weakness
  - Threats
- 48 \_\_\_\_\_ represents the way the company is managed by top-level managers, how they interact, what actions do they take and their symbolic value.
- Structure
  - System
  - Style
  - Staff
- 49 \_\_\_\_\_ denote what an organization hopes to accomplish in a future period of time.
- Vision
  - Objective
  - Goal
  - Mission
- 50 EFE represents \_\_\_\_\_
- External foreign environment
  - Economic factor evaluation
  - Environmental factor extension
  - Engaging factor external