Question

Which of the following refers to a functional support role of an information system? Select correct option

What if…?" Question s

**What is the capacity of plant?**

What do we do?

What if tax rate increases by %?

Question

Backward integration is effective in all of the following situations EXCEPT Select correct option

When an organization competes in an industry that is growing rapidly

When an organization needs to acquire a needed resource quickly

**When the advantage of stable prices are not important**

When present suppliers have high profit margins

Question

When the Chief Executive of a chain of pharmacies decided to sell off or close some of the locations that were not profitable, he was performing which of the management

function?

Select correct option

Leading

Planning

**Controlling**

Organizing

Question

Which of the following statement is refered to ‘Price fluctuation’? Select correct option

Decrease in prices

Increase in prices

**Fluctuation in the prices of a particular commodity**

Fluctuation in general price level

Question

A planned activity aimed at discovery of new knowledge with the hope of developing new or improved products and services and translation of its findings into a plan or design of new or improved products and services is known as

Select correct option

Marketing

**Research and development**

Production

Management information system

Question

The social factors that affect a firm involve all of the following EXCEPT Select correct option

Attitudes of people in the external environment Lifestyles of people

Per capita income

**Values and beliefs of persons outside the firm**

Question

Financial benefits of strategic management includes all of the following EXCEPT Select correct option

Progression in profitability

**Improvement in employee productivity**

Expansion in the sales of business

Enhancement in productivity

Question

Which category of ratios measures a firm’s ability to meet maturing short -term obligations?

Select correct option

Profitability

Leverage

**Liquidity**

Activity

Question

Internal analysis involves gathering and analyzing the information about all areas of a firm EXPECT

Select correct option

Research nad development

Management information system

Marketing

**Competitors**

Question

Which of the following is one of the Political, Governmental & legal factors? Select correct option

Ethical concerns

Traffic congestion

**Lobbying activities**

Average level of education

Question Which of these basic Question s a vision statement answers? Select correct option

What is our business?

Who are our employees?

**What do we want to become?**

Who are our competitors?

Question

Which of the following refers to the belief related to objectives setting that "the true measure of a really good strategist is the ability to solve problems"?

Select correct option

Managing by objectives

Managing by extrapolation

**Managing by crisis**

Managing by subjectives

Question

A system of several rites connected with a single occasion or event is known as Select correct option

Myth

**Ceremonial**

Saga

Legend

Question

Which category of ratios measures a firm’s ability to meet maturing short -term obligations?

Select correct option

Profitability

Leverage

**Liquidity**

Activity

Question

Which of the following directs at developing new products before competitors do at improving product quality or at improving manufacturing processes to reduce costs? Select correct option

Marketing

Opportunity analysis

**Research and development**

Management

Question

All of the following are the outputs of a system EXCEPT

Select correct option

Tables

Charts

**Data**

Graphs

Question

Defensive strategies include all of the following EXCEPT Select correct option

Retrenchment

**Acquisition**

Divestiture

Liquidation

Question

The XYZ Organization has a statement that describes the needs for which the

organization was created to fill and answers the basic Question of why the organization exists. XYZ is most likely to have any one of the following?

Select correct option

Strategy

Vision statement

**Mission statement**

Functional tactics

Question

Which group would be classified as a stakeholder?

Select correct option

Communities

Banks

Suppliers

**All of the given options**

Question

Which of the following statements is NOT correct about a mission statement? Select correct option

It contains the definition of the company's business

**It is called the picture of a company’s future.**

It is a statement containing the company's major goals

It is known as statement of the corporate philosophy

Question

Opportunity analysis is one of the basic functions of which one of the following? Select correct option

Computer information systems

**Marketing**

Production/operations

Research and development

Question

Which of the following identified that “strategic management encourages forward thinking, favorable attitudes towards change and discipline to the management of business”?

Select correct option

Greeley

Greenly

**Greenley**

Greenwich

Question

Financial benefits of strategic management includes all of the following EXCEPT Select correct option

Progression in profitability

**Improvement in employee productivity**

Expansion in the sales of business

Enhancement in productivity

Question

The organizations that conduct business operations across national borders are known as which of the following?

Select correct option

Domestic firms

**Multinational corporations**

Parent companies

Franchises

Question

Lack of access to key distribution channel indicates which of the following? Select correct option

Strength

**Weakness**

Opportunity

Threat

Question

Strategy formulation stage includes all of the following EXCEPT Select correct option

Vision and mission

Strength and weakness

Opportunities and threats

**Annual objectives**

Question

All of the following would represent possible threats to the ABC Company EXCEPT which one of the following?

Select correct option

Entrance of new competitors

**Improved buyer or supplier relationships**

New or revised regulations

Slow industry/market growth

Question

Exclusive access to high grade natural resources is an example of which of the following? Select correct option

**Strength**

Weakness

Opportunity

Threat

Question

Which of the following environment includes all those factors which affect the organization and itself affected by the organization?

Select correct option

External environment

Social environment

**Task environment**

Internal environment

Question

Which of the followings deals with the management of inputs, transformations and outputs that vary across industries and markets?

Select correct option

Marketing

Finance

**Operations**

Distribution

Question

Intuition is based on all of the following factors EXCEPT Select correct option

Past experiences

Judgments

**Uncertainties**

Feelings

Question

In adapting to change an organization must monitor which of the following? Select correct option

Ongoing processes

Internal and external events

Timely changes

**All of the given options**

Question

All of the following statements are true about a firm’s mission statement EXPECT Select correct option

A mission statement does not directly contribute positively to financial performance.

A mission statement directly contributes positively to financial performance.

**A mission statement should not provide useful criteria for selecting among alternative**

**strategies.**

Primary reason to develop a mission statement is not to attract the customers

Question

Which of the following is an example of a narrow mission? Select correct option

**We sell packaged pineapples**

The firm deals in beverages

Stationery is our product

Company manufactures food items

Question

Which of the following statement is TRUE about a Vision statement of a company? Select correct option

**It concentrates on future**

It defines the customers

It identify critical processes

It informs about the desired level of performance

Question

Which of the following is best identified as a statement that presents “a firm's big picture statement, describing a desired end-state, general in scope, and not restrictive”?

Select correct option

Corporate philosophy statement

Company creed

**Vision statement**

Mission statement

Question

All of the following fall under Pricing decisions EXCEPT Select correct option

Discounts

Credit terms

Markups

**Dealer relations**

Question

Financial ratios are helpful in analyzing the relationship among which of the following? Select correct option

All assets and liabilities

Profits and costs

**All functional areas of business**

Sales and profitability

Question

Which of the following is NOT a characteristic of well-constructed goals? Select correct option

Address important issues

**Easy to remember**

Precise and measurable

Challenging but realistic

Question

Principles of conduct that guide decision-making are known as Select correct option

Human rights

**Business ethics**

The constitution

Social responsibility

Question

Which of the following decisions determine the amount of funds that are retained in a firm compared to the amount paid out to stockholders?

Select correct option

Financing

Investment

Capital

**Dividend**

Question

What is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services?

Select correct option

Management

Planning

**Marketing Research**

Market segmentation

Question

Where an organization takes into account the effect of its strategic decisions on the society, the firm is taking care of which of these?

Select correct option

Corporate governance

Business policy

Business ethics

**Social policy**

Question

Which of the follwoing term represents the enduring statement of purpose that distinguish one business from other similar firms?

Select correct option

Vision

Strategy

**Mission**

Tactics

Question

Which of the following are the factors that concern the nature and direction of the economy in which a firm operates?

Select correct option

Technological

Ecological

Social

**Economic**

Question

Local, state, and national elections, world oil, currency, and labor markets, number of patents, special tariffs are the examples of which one of the following?

Select correct option

Economic forces

Social, cultural and, demographic forces

**Political, governmental, and legal forces**

Competitive forces

Question

All of the following are the basic functions of marketing EXCEPT Select correct option

Selling products/services

Product and service planning

Marketing research

**Arranging for finance**

Question

Which of the following is the benefit of strategic management? Select correct option

Fewer complexes

More complex

Less static

**More profitable**

Question

The analysis of industry’s major competitors’ strengths may give an insight of which one of these?

Select correct option

**Key threats for the firm**

Key opportunities for the firm

Both opportunities and strengths for the firm None of the given options

Question

Which of the following is the process of influencing people to accomplish specific objectives?

Select correct option

Staffing

**Motivating**

Controlling

Organizing

Question

“A Good mission statement identifies the utility of a firm's products to its customers”; which of the following represents this statement?

Select correct option

Organization’s philosophy

**Customer orientation**

Social policy

Declaration of attitude

Question

Which category of ratios measures “how effectively a firm can maintain its economic position in the growth of the economy and industry”?

Select correct option

Liquidity

Leverage

Activity

**Growth**

Question

Of the following, which one would NOT be considered one of the components of a mission statement?

Select correct option

**The target market for XYZ is oil and gas producers as well as producers of chemicals XYZ shall hire only those individuals who have with sufficient educational levels so as to be of benefit to our customers**

The customers of XYZ shall include global and local consumers of gas and oil products and domestic users of nontoxic chemicals

The technologies utilized by XYZ shall focus upon development of alternative sources of gas and oil so as to remain competitive within the industry

Question

When the Chief Executive of a chain of pharmacies decided to sell off or close some of the locations that were not profitable, he was performing which of the management

function?

Select correct option

Leading

Planning

Controlling

**Organizing**

Question

Establishing and implementing ways of making things work is known as Select correct option

Planning

**Organizing**

Leading

Controlling

Question

Buyers can exercise high bargaining power over their suppliers under which one of the following conditions?

Select correct option

When there are many good substitutes of raw material There are few buyers in the market

They have few suppliers to choose from

There is a high concentration of suppliers

Question

Which of the following period strategic management was considered to be cure for all problems?

Select correct option

Mid s to mid 60s

**Mid 60s to mid 70s**

Mid 70s to mid 80s

Mid 80s to mid 90s

Question

Which of the following is NOT a component of external environment analysis? Select correct option

Customer satisfaction feedback

Global impacts

**Legal issues within the industry**

Competitive position of rival companies

Question

Investment decisions are also known as

Select correct option

Business finance

Capital structure

**Capital budgeting**

Dividend policy

Question

Effective mission statements don’t have one of the following features Select correct option

Generate range of feasible strategic alternatives

Reconcile interests among diverse stakeholders

**What does the firm want to become**

Provide criteria for selecting strategies

Question Ethnic balance is affected due to which of the following?

Select correct option

Change in ethnic values

Awareness of ethnic norms

**Migration of the people towards different areas**

Introduction of new laws relating to ethnicity

Question

Principles of conduct that guide decision-making are known as Select correct option

Human rights

**Business ethics**

The constitution

Social responsibility

Question

Which of the following can be considered one of the factors of external opportunities and threats of an organization?

Select correct option

Production/ operations

Research & development

**Competitive trends**

Management information system

Question

Which of the following ties all business functions together and provides the basis for all managerial decisions?

Select correct option

Marketing

**Information**

Technology

Workforce

Question

To whom a planning horizon of two to five years applies?

Select correct option

**Top management**

Middle management

Lower management

All levels

Question

When an industry relies heavily on government contracts, which of the following is important for the firm to foresee as a part of its external audit?

Select correct option

Economic forces

**Political forces**

Technological forces

Competitive forces

Question

Which of the following can reveal the demographic characteristics of an organization’s customers?

Select correct option

**Customer profiling**

Test marketing

Market development

The vision statement

Question

Which of the following is the greatest advantage of international operations? Select correct option

Reduced tariffs and taxes

Access to global business practices

**Gaining new customers**

Less-intense competition

Question

Which of the following can be considered one of the factors of external opportunities and threats of an organization?

Select correct option

Production/ operations

Research & development

**Competitive trends**

Management information system

Question

In the process of developing a mission statement, which of the following is CORRECT? Select correct option

To involve as few managers as possible

**To involve as many managers as possible**

To involve upper-level management only

To involve the board of directors only

Question

What is the range for a firm’s total weighted score in an External Factor Evaluation Matrix?

Select correct option

0 to 5

0 to 4

1 to 5

**1 to 4**

Question

When the Chief Executive of a chain of pharmacies decided to sell off or close some of the locations that were not profitable, he was performing which of the management

function?

Select correct option

Leading

Planning

**Controlling**

Organizing

Question

In which of the following phase of strategic management, annual objectives are especially important?

Select correct option

Formulation

Evaluation

**Implementation**

Management

Question Choose the economic variable from the list.

Select correct option

Attitudes toward business

Attitudes toward product quality

Population changes by race

**Stock market trends**

Question

Which component of a mission statement addresses the firm’s distinctive competence or major competitive advantage?

Select correct option

Technology

Philosophy

Customers

**Self-concept**

Question Total Marks 1

HTML stands for which of the following?

Select correct option

Hybrid text markup language

**Hypertext Markup Language**

Hyper text manufacture language

Highly technical markup language

Question Total Marks 1

In Competitive Profile Matrix, the rating 4 indicates what? Select correct option

Major weakness

**Major strength**

Minor strength

Minor weakness

Question Total Marks 1

Effective mission statements don’t have one of the following features Select correct option

Generate range of feasible strategic alternatives

Reconcile interests among diverse stakeholders

**What does the firm want to become**

Provide criteria for selecting strategies

Question

Corporate social policy should be designed and articulated during which phase of strategic management?

Select correct option

Implementation

**Formulation**

Evaluation

Management

Question

“A desired future state that the organization attempts to realize”. Identify the term relevant to the given statement.

Select correct option

**Goal**

Strategy

Policy

Procedure

Question

Identify the stages of strategic management process in a precise sequence. Select correct option

Strategy evaluation, strategy formulation & strategy implementation

Strategy evaluation, strategy implementation & strategy formulation

**Strategy formulation, strategy implementation & strategy evaluation**

Strategy implementation, strategy evaluation & strategy formulation

Question

Of the following, which one would NOT be considered one of the components of a mission statement?

Select correct option

**The target market for XYZ is oil and gas producers as well as producers of chemicals XYZ shall hire only those individuals who have with sufficient educational levels so as to be of benefit to our customers**

The customers of XYZ shall include global and local consumers of gas and oil products

and domestic users of nontoxic chemicals

The technologies utilized by XYZ shall focus upon development of alternative sources of gas and oil so as to remain competitive within the industry

Question

While preparing an External Factor Evaluation matrix, a total score of 0.8 indicates what? Select correct option

Firm is taking advantages of strengths and avoiding threats

Firm is not taking advantages of opportunities and is avoiding threats

**Firm is not taking advantages of opportunities and is not avoiding threats**

Firm is taking advantage of opportunities and is avoiding the threats

Question

All of the following are the key opportunities or threats in external environment because of Political, Govt. & lLegal force EXCEPT

Select correct option

Tax rates

**Trust in government**

Pak-India relationships

Patent laws

Question

Identify the term that is known as a “mean of providing guidance to actions and

procedures, including how resources are to be allocated and how tasks assigned to the organization might be accomplished”.

Select correct option

Aspirations

Objectives

**Policies**

Goals

Question

Opportunity analysis is one of the basic functions of which one of the following? Select correct option

Computer information systems

**Marketing**

Production/operations

Research and development

Question

Total weighted scores of IFE matrix below 2.5 characterizes an organizations as Select correct option

Organization is externally weak

**Organization is internally weak**

Organization is internally strong

Organization is externally strong

Question

What happens to the demand for discretionary goods when interest rates rise? Select correct option

Rises

**Declines**

Remains the same

First rises then declines

Question The mission statement answers which of the following Question ? Select correct option

**What is our business?**

How can we improve ourselves?

What do we want to become?

Who are our stakeholders?

Question

Identify the stages of strategic management process in a precise sequence. Select correct option

Strategy evaluation, strategy formulation & strategy implementation

**Strategy evaluation, strategy implementation & strategy formulation**

Strategy formulation, strategy implementation & strategy evaluation

Strategy implementation, strategy evaluation & strategy formulation

Question

All of the following are the key Question s that can reveal internal strengths and weaknesses in the management department EXCEPT

Select correct option

Is the organization’s structure appropriate?

Are reward and control mechanisms effective?

**Are the organization’s products positioned well?**

Does the firm use strategic management concepts?

Question

Integration strategies allow a firm to gain control over all of the following EXCEPT Select correct option

Distributors

**Investors**

Suppliers

Competitors

Question

What is the first step in the comprehensive strategic-management model? Select correct option

Performing external audits

**Developing vision and mission statements**

Performing internal audits

Measuring and evaluating performance

Question

Lack of access to key distribution channel indicates which of the following? Select correct option

Strength

**Weakness**

Opportunity

Threat

Question

Which of the following refers to determining the best capital structure for the company? Select correct option

Restructuring decisions

**Financing decisions**

Strategic decision

Investment decision

Question

All of the following are functional support roles of Management Information System EXCEPT

Select correct option

Recording and storing accounting records

Recording and storing inventory data

Recording and storing business intelligence data

**The enhanced ability to explore "what if"**

Question

Which one of the following area can be the weakness of a firm? Select correct option

Changing lifestyle

High oil prices

Ineffective Marketing

**Increasing pollution**

Question

All of the following are the types of Profitability ratios EXCEPT Select correct option

Net profit margin

**Inventory turnover**

Return on total assets

Earnings per share

Question

Which of the following can be best described as short-term in nature? Select correct option

Mission statements

Annual objectives

Strategies

Vision statement

Question

The analysis of industry’s major competitors’ strengths may give an insight of which one of these?

Select correct option

**Key threats for the firm**

Key opportunities for the firm

Both opportunities and strengths for the firm None of the given options

Question

Which of the following are the factors that concern the nature and direction of the economy in which a firm operates?

Select correct option

Technological

Ecological

Social

**Economic**

Question

The purpose of an external audit is to prepare a list of which of the following? Select correct option

**Opportunities and weaknesses**

Threats and strengths

Opportunities and threats

Strengths and weaknesses

Question HTML stands for which of the following?

Select correct option

Hybrid text markup language

**Hypertext Markup Language**

Hyper text manufacture language

Highly technical markup language

Question

Which of the following is NOT a component of external environment analysis? Select correct option

Customer satisfaction feedback

Global impacts

Legal issues within the industry

Competitive position of rival companies

Question

Internal strengths and weaknesses that can significantly benefit or harm an organization may include all of the following EXCEPT

Select correct option

Production/ operations

Research & development

**E-commerce**

Management information system

Question

Assigning a rate=2 in IFE matrix indicates what?

Select correct option

**A major weakness**

A minor weakness

A minor strength

A major strength

Question

All of the following are the key opportunities or threats in external environment because of Political, Govt. & lLegal force EXCEPT

Select correct option

Tax rates

Trust in government

Pak-India relationships

Patent laws

Question

Which statement is CORRECT about strategic-management process? Select correct option

It occurs once a year

**It is a continuous process**

It applies mostly to large business

It applies mostly to small businesses

Question

Which of the following is the first step in the controlling function of management? Select correct option

Take corrective actions

Restrict breaks employees take

Evaluate expense reports

**Establish performance standards**

Question

What happens to the demand for discretionary goods when interest rates rise?

Select correct option

Rises

**Declines**

Remains the same

First rises then declines

Question

Which component of a mission statement addresses the firm’s distinctive competence or major competitive advantage?

Select correct option

Technology

Philosophy

Customers

**Self-concept**

Question

In which of the following phase of strategic management, annual objectives are especially important?

Select correct option

Formulation

Evaluation

**Implementation**

Management

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Which of the following is one of the Political, Governmental & legal factors? Select correct option

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Traffic congestion

**Lobbying activities**

Average level of education

Question

Which of the following statements is NOT correct about a mission statement? Select correct option

It contains the definition of the company's business

**It is called the picture of a company’s future.**

It is a statement containing the company's major goals

It is known as statement of the corporate philosophy

Question

Which of the following identified that “strategic management encourages forward thinking, favorable attitudes towards change and discipline to the management of business”?

Select correct option

Greeley

**Greenly**

Greenley

Greenwich

Question Which group would be classified as a stakeholder?

Select correct option

Communities

Banks

Suppliers

**All of the given options**

Question

Integration strategies are sometimes collectively referred to as which of these strategies? Select correct option

Horizontal integration

Forward integration

Hierarchical integration

**Vertical integration**

Question

All of the specified approaches could be used to determine R&D budget allocation EXCEPT

Select correct option

Financing as many projects as possible

Using percentage-of-sales method

**Budgeting irrelative to competitors**

Deciding how many successful new products are needed

Question

What is the first step in the comprehensive strategic-management model? Select correct option

Performing external audits

**Developing vision and mission statements**

Performing internal audits

Measuring and evaluating performance

Question

Which of the following period strategic management was considered to be cure for all problems?

Select correct option

Mid s to mid 60s

**Mid 60s to mid 70s**

Mid 70s to mid 80s

Mid 80s to mid 90s

Question

Which of the following can be the weakness of an organization? Select correct option

Price war

**Poor location of business**

Increased trade barriers

Innovative substitute product

Question

In the process of developing a mission statement, which of the following is CORRECT? Select correct option

To involve as few managers as possible

**To involve as many managers as possible**

To involve upper-level management only

To involve the board of directors only

Question

When an industry relies heavily on government contracts, which of the following is important for the firm to foresee as a part of its external audit?

Select correct option

Economic forces

**Political forces**

Technological forces

Competitive forces

Question

Test marketing is commonly applied by which of the following companies? Select correct option

Industrial goods companies

**Consumer goods companies**

Public sector companies

Private sector companies

Question

Technological advancements can create which of the following advantage besides many other existing powerful advantages for the businesses?

Select correct option

Economic

**Competitive**

Social

Environmental

Question HTML stands for which of the following?

Select correct option

Hybrid text markup language

**Hypertext Markup Language**

Hyper text manufacture language

Highly technical markup language

Question

Which category of ratios measures “how effectively a firm can maintain its economic position in the growth of the economy and industry”?

Select correct option

Liquidity

Leverage

Activity

**Growth**

Question

Which of the following marketing entity is NOT an intermediary? Select correct option

Brokers

Agents

**Producer**

Vendors

Question

Which of the following is the best example for acheiving long-term objectives? Select correct option

**Strengths**

Strategies

Policies

Opportunities

Question

Developing a vision and a mission statement is important because of the following reasons EXCEPT

Select correct option

**They are useful for large firms only**

They establish organizational culture

They are the basis for allocating resources

They translate objectives into work structure

Question

All of the specified approaches could be used to determine R&D budget allocation EXCEPT

Select correct option

Financing as many projects as possible

Using percentage-of-sales method

**Budgeting irrelative to competitors**

Deciding how many successful new products are needed

Question

Which of the following refers to the belief related to objectives setting that "the future is laden with great uncertainty and that if we try and do not succeed, then we hope our second (or third) attempt will succeed"?

Select correct option

**Managing by hope**

Managing by extrapolation

Managing by crisis

Managing by subjectives

Question Which of the following can be the weakness of an organization? Select correct option

Price war

**Poor location of business**

Increased trade barriers

Innovative substitute product

Question

Which of the following step in the strategic development process involves mobilizing employees and managers to put strategies into action?

Select correct option

Formulating strategy

Strategy evaluation

**Implementing strategy**

Strategy planning

Question

Of the following, which one would NOT be considered one of the components of a mission statement?

Select correct option

**The target market for XYZ is oil and gas producers as well as producers of chemicals XYZ shall hire only those individuals who have with sufficient educational levels so as to be of benefit to our customers**

The customers of XYZ shall include global and local consumers of gas and oil products and domestic users of nontoxic chemicals

The technologies utilized by XYZ shall focus upon development of alternative sources

of gas and oil so as to remain competitive within the industry

Question

The social factors that affect a firm involve all of the following EXCEPT Select correct option

Attitudes of people in the external environment Lifestyles of people

Per capita income

Values and beliefs of persons outside the firm

Question

Which of the following is the decision support role of management information system? Select correct option

Processing marketing records into marketing plans

**Allowing users to ask "What if” Question s**

Recording and storing such human resource records

Processing operations records into production schedules

Question

Which of the following can be considered one of the factors of external opportunities and threats of an organization?

Select correct option

Production/ operations

Research & development

**Competitive trends**

Management information system

Question All of the following are the types of Profitability ratios EXCEPT Select correct option

Net profit margin

**Inventory turnover**

Return on total assets

Earnings per share

Question

External assessment is performed in which of the strategic management phase? Select correct option

Strategy formulation stage

Strategy implementation stage

Strategy evaluation stage

**All of the given options**

Question

Strategist is an individual who is involved in the strategic management process, thus may be known as

Select correct option

Member board of director

President

Division manager

All of the given options

Question

The XYZ Organization has a statement that describes the needs for which the

organization was created to fill and answers the basic Question of why the organization exists. XYZ is most likely to have any one of the following?

Select correct option

Strategy

Vision statement

Mission statement

Functional tactics

Question

Technological advancements can create which of the following advantage besides many other existing powerful advantages for the businesses?

Select correct option

Economic

Competitive

Social

Environmental

Question Which of the following is not a strategy-implementation activity? Select correct option

Long term goals and objectives

Developing strategy supportive culture

Redirecting marketing efforts

Developing and utilizing information system

Question

Which type of trend can be exemplified by the increase in average level of education in a society?

Select correct option

**Social**

Economic

Cultural

Technological

Question

Which of the following can be considered one of the factors of external opportunities and threats of an organization?

Select correct option

Production/ operations

Research & development

**Competitive trends**

Management information system

Question

Backward integration is effective in all of the following situations EXCEPT Select correct option

When an organization competes in an industry that is growing rapidly When an organization needs to acquire a needed resource **quickly When the advantage of stable prices are not important**

When present suppliers have high profit margins

Question

Developing a vision and a mission statement is important because of the following reasons EXCEPT

Select correct option

They are useful for large firms only

They establish organizational culture

They are the basis for allocating resources

They translate objectives into work structure

Question

The XYZ Organization has a statement that describes the needs for which the organization was created to fill and answers the basic Question of why the organization exists. XYZ is most likely to have any one of the following? Select correct option

Strategy

Vision statement

**Mission statement**

Functional tactics

Question

Which one of the following is NOT a basic mission of a competitive intelligence program?

Select correct option

To provide a general understanding of an industry

To provide a general understanding of a company’s competitors

**To identify industry executives who could be hired by the firm**

To identify potential moves a competitor might make that would endanger a firm

Question Which of the following can be the weakness of an organization? Select correct option

Price war

**Poor location of business**

Increased trade barriers

Innovative substitute product

Question

Strategic management is the art and science of formulating, implementing and evaluating cross-functional decisions which is usually done by all of the following EXCEPT

Select correct option

Chairman of the company

Board of directors

Chief executive officer

**Marketing officer**

Question

Which of the following is the first step in the controlling function of management? Select correct option

Take corrective actions

Restrict breaks employees take

Evaluate expense reports

**Establish performance standards**

Question

Which of the following is the greatest advantage of international operations? Select correct option

Reduced tariffs and taxes

Access to global business practices

Gaining new customers

Less-intense competition

Question

Which of the following groups represents the stakeholders of a company? Select correct option

The owners of the company

The people who purchases the shares of the company

**The people who have a special stake or claim on the company**

Are the people who are in the management a company

Question

For the past four years the ABC Corporation has been planning to expand its operations

in order to reach out to the world market. Essentially, the ABC Corporation desires to do

what?

Select correct option

Become an online business

Become a brick-n-mortar business

**Embrace globalization**

Become a click-n-mortar business

Question

Which of the following are the five forces that affect the level of competition in an industry?

Select correct option

Threat of entrants; power of buyers; power of suppliers; threat of substitutes; competitive rivalry

**Threat of buyers; power of entry; power of substitutes; threat of suppliers; threat of recession**

Threat of recession; power of buyers; power of suppliers; threat of management failure;

competitive rivalry

Threat of entry; power of buyers; power of suppliers; threat of substitutes; government action

Question

Reasons due to which some firms do “No Strategic Planning” incorporate all of the following EXCEPT

Select correct option

Wastage of time

Fire-fighting

Content with success

**Privileged reward structures**

Question

The total weighted score of IFE matrix developed for XYZ corporation is 3.5. Which of the following statement is TRUE about XYZ Corporation in the light of IFE matrix total weighted score?

Select correct option

Corporation has strong external position

Corporation has weak internal position

**Corporation has strong internal position**

Corporation has weak external position

Question

What is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services?

Select correct option

Management

Planning

**Marketing Research**

Market segmentation

Question

All of the following are included in the five functions of the management process EXCEPT

Select correct option

Planning

Organizing

Leading

**Delegating**

Question

Which of the following categories of ratios includes return on total assets and return on stockholders’ equity as its types?

Select correct option

**Profitability**

Leverage

Growth

Liquidity

Question

Which of the following is NOT a characteristic of well-constructed goals? Select correct option

Address important issues

**Easy to remember**

Precise and measurable

Challenging but realistic

Question

Which of the following is the highest possible weighted score for the organization in IFE matrix?

Select correct option

1.0

1.5

2.5

**4.0**

Question

All of these are pitfalls an organization should avoid in strategic planning EXCEPT Select correct option

**Using plans as a standard for measuring performance.**

Using strategic planning to gain control over decisions and resources

Failing to involve key employees in all phases of planning

Being so formal in planning that flexibility and creativity are stifled

Question

Which of the following is the greatest advantage of international operations? Select correct option

Reduced tariffs and taxes

Access to global business practices

**Gaining new customers**

Less-intense competition

Question

Non-financial benefits of strategic management includes all of the following EXCEPT Select correct option

Better awareness of external threats

Enhanced awareness of threats

Reduced resistance to change

**Increase in sales**

Question

Which one variable falls under the category of the Social, Cultural, Demographic, and Environmental Variable?

Select correct option

Propensity of people to spend

**Buying habits**

Level of disposable income

Income differences by region

Question

All of these are pitfalls an organization should avoid in strategic planning EXCEPT Select correct option

**Using plans as a standard for measuring performance.**

Using strategic planning to gain control over decisions and resources

Failing to involve key employees in all phases of planning

Being so formal in planning that flexibility and creativity are stifled

Question

What are historical narratives describing the unique accomplishments of a group and its leaders, usually in heroic terms?

Select correct option

Rites

**Sagas**

Stories

Myths

Question

Which of the following directs at developing new products before competitors do at improving product quality or at improving manufacturing processes to reduce costs? Select correct option

Marketing

Opportunity analysis

**Research and development**

Management

Question

What is the systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services?

Select correct option

Management

Planning

**Marketing Research**

Market segmentation

Question

All of the following are the types of Profitability ratios EXCEPT Select correct option

Net profit margin

**Inventory turnover**

Return on total assets

Earnings per share

Question

Lack of access to key distribution channel indicates which of the following? Select correct option

Strength

**Weakness**

Opportunity

Threat

Question

All of the following are included in the five functions of the management process EXCEPT

Select correct option

Planning

Organizing

Leading

**Delegating**

Question All of the following are the outputs of a system EXCEPT

Select correct option

Tables

Charts

**Data**

Graphs

Question

Which of the following refers to the belief related to objectives setting that "the future is laden with great uncertainty and that if we try and do not succeed, then we hope our second (or third) attempt will succeed"?

Select correct option

**Managing by hope**

Managing by extrapolation

Managing by crisis

Managing by subjectives

Question

Din Mohammad, a farmer sells his crops at the local market rather than to a distribution center. This action of Din Mohammad comes under which of the following?

Select correct option

**Backward integration**

Product development

Forward integration

Horizontal integration

Question

Which of the following best describes this statement; “a Systematic and ethical process for gathering and analyzing information about the competition’s activities and general business trends to further a business’ own goals”?

Select correct option

External assessment

Industry analysis

**Competitive intelligence program**

Business ethics

Question

Which of the following are the five forces that affect the level of competition in an industry?

Select correct option

**Threat of entrants; power of buyers; power of suppliers; threat of substitutes; competitive rivalry**

Threat of buyers; power of entry; power of substitutes; threat of suppliers; threat of recession

Threat of recession; power of buyers; power of suppliers; threat of management failure; competitive rivalry

Threat of entry; power of buyers; power of suppliers; threat of substitutes; government action

Question

Which of the following refers to a functional support role of an information system? Select correct option

What if…?" Question s

**What is the capacity of plant?**

What do we do?

What if tax rate increases by %?

\

Question

Which of the following is the decision support role of management information system? Select correct option

Processing marketing records into marketing plans

Allowing users to ask "What if” Question s

Recording and storing such human resource records

Processing operations records into production schedules

Question

During which stage of strategic management, firm’s specific internal strengths and weaknesses are determined?

Select correct option

**Formulation**

Implementation

Evaluation

Feedback

Question

The purpose of an external audit is to prepare a list of which of the following? Select correct option

**Opportunities and weaknesses**

Threats and strengths

Opportunities and threats

Strengths and weaknesses

Question

Selling includes all of the following marketing activities EXCEPT Select correct option

Advertising

**Pricing**

Sales promotion

Customer relations

Question

Which of the following is NOT included in the strategic management model? Select correct option

Measure and evaluate performance.

**Perform internal research to identify customers.**

Establish long-term objectives.

Develop mission and vision statements.

Question

Which of the following are the factors that concern the nature and direction of the economy in which a firm operates?

Select correct option

Technological

**Ecological**

Social

Economic

Question

All of the following are the basic functions of marketing EXCEPT Select correct option

Selling products/services

Product and service planning

Marketing research

**Arranging for finance**

Question

Which one variable falls under the category of the Social, Cultural, Demographic, and Environmental Variable?

Select correct option

Propensity of people to spend

**Buying habits**

Level of disposable income

Income differences by region

Question

Which of the following are the five forces that affect the level of competition in an industry?

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Threat of recession; power of buyers; power of suppliers; threat of management failure; competitive rivalry

Threat of entry; power of buyers; power of suppliers; threat of substitutes; government action

Question

Which of the following refers to a functional support role of an information system? Select correct option

What if…?" Question s

What is the capacity of plant?

What do we do?

What if tax rate increases by %?

Question

The general conditions for competition that influence business firms, which provide similar products and services is known

Select correct option

Remote environment

**International environment**

External environment

Industry environment

Question

Which of the following is the process of influencing people to accomplish specific objectives?

Select correct option

Staffing

Motivating

Controlling

**Organizing**

Question

Which management function includes breaking tasks into jobs, combining jobs to form departments and delegating authority?

Select correct option

Motivating

Staffing

Organizing

Planning

Question

For the past four years the ABC Corporation has been planning to expand its operations

in order to reach out to the world market. Essentially, the ABC Corporation desires to do

what?

Select correct option

Become an online business

Become a brick-n-mortar business

**Embrace globalization**

Become a click-n-mortar business

Question Which of the following is the benefit of strategic management? Select correct option

Fewer complexes

More complex

Less static

**More profitable**

Question

Assessment of competitive rivalry does NOT include an understanding of which of the following?

Select correct option

Mergers and acquisition in industry

Market growth rates

Exit barriers and operational efficiency of competitor The management structure of an organization

Question

Integration strategies allow a firm to gain control over all of the following EXCEPT Select correct option

Distributors

**Investors**

Suppliers

Competitors

Question

Opportunity analysis is one of the basic functions of which one of the following? Select correct option

Computer information systems

Marketing

Production/operations

Research and development

Question

Which of the following groups represents the stakeholders of a company? Select correct option

The owners of the company

The people who purchases the shares of the company

**The people who have a special stake or claim on the company**

Are the people who are in the management a company

Question

According to Freund, Which one of the following should NOT be the characteristics of key external factors?

Select correct option

Measurable

Relatively few in number

Applicable to all competing firms

Important to achieve long-term objectives

Question

Buyers can exercise high bargaining power over their suppliers under which one of the following conditions?

Select correct option

When there are many good substitutes of raw material There are few buyers in the market

They have few suppliers to choose from

There is a high concentration of suppliers

Question

The purpose of an external audit is to prepare a list of which of the following? Select correct option

Opportunities and weaknesses

Threats and strengths

Opportunities and threats

Strengths and weaknesses

Question

The XYZ Organization has a statement that describes the needs for which the

organization was created to fill and answers the basic Question of why the organization exists. XYZ is most likely to have any one of the following?

Select correct option

Strategy

Vision statement

**Mission statement**

Functional tactics

Question

Which category of ratios measures “how effectively a firm can maintain its economic position in the growth of the economy and industry”?

Select correct option

Liquidity

Leverage

Activity

**Growth**

Question

Which of the following is a standardized, detailed set of techniques and behaviors that

manage anxieties, but seldom produce intended, technical consequences of practical

results?

Select correct option

Folktales

Rites

**Rituals**

Values

Question

As managers move up the organization, they perform which of the management function more?

Select correct option

Leading

Controlling

Organizing

**Planning**

Question

Which of the following refers to the belief related to objectives setting that "there is no general plan for which way to go and what to do"?

Select correct option

Managing by crisis

Managing by extrapolation

Managing by hope

**Managing by subjectives**

Question In Competitive Profile Matrix, the rating 4 indicates what? Select correct option

Major weakness

Major strength

**Minor strength**

Minor weakness

Question

Which of the following refers to determining the best capital structure for the company? Select correct option

Restructuring decisions

**Financing decisions**

Strategic decision

Investment decision

Question

Which one of the following is NOT a basic mission of a competitive intelligence program?

Select correct option

To provide a general understanding of an industry

To provide a general understanding of a company’s competitors

**To identify industry executives who could be hired by the firm**

To identify potential moves a competitor might make that would endanger a firm

Question Which of these basic Question s a vision statement answers? Select correct option

What is our business?

Who are our employees?

**What do we want to become?**

Who are our competitors?

Question

Which of the following period strategic management was considered to be cure for all problems?

Select correct option

Mid s to mid 60s

**Mid 60s to mid 70s**

Mid 70s to mid 80s

Mid 80s to mid 90s

Question

Rehman industries is analyzing the technological forces for the firm which may provide it opportunities and threats for which of the following stage/s of strategic management

process?

Select correct option

**Strategy formulation**

Strategy implementation

Strategy evaluation

All of the given options

Question

Which of the following statements is NOT correct about a mission statement? Select correct option

It contains the definition of the company's business

**It is called the picture of a company’s future.**

It is a statement containing the company's major goals

It is known as statement of the corporate philosophy

Question

The general conditions for competition that influence business firms, which provide similar products and services is known

Select correct option

Remote environment

International environment

External environment

**Industry environment**

Question

Assigning rating 3 to an internal factor in IFE matrix indicates what? Select correct option

Major weakness

Minor weakness

**Minor strength**

Major strength

Question

The process of monitoring performance, comparing it with goals, and correcting any significant deviations is known as

Select correct option

Planning

Organizing

Leading

**Controlling**

Question

Which of the following categories of ratios includes return on total assets and return on stockholders’ equity as its types?

Select correct option

**Profitability**

Leverage

Growth

Liquidity

Question

Buyers can exercise high bargaining power over their suppliers under which one of the following conditions?

Select correct option

When there are many good substitutes of raw material

**There are few buyers in the market**

They have few suppliers to choose from

There is a high concentration of suppliers

Question

Financial benefits of strategic management includes all of the following EXCEPT Select correct option

Progression in profitability

Improvement in employee productivity

Expansion in the sales of business

Enhancement in productivity

Question

Which of the following is not a pitfall an organization should avoid in strategic planning? Select correct option

Failing to involve key employees in all phases of planning

**Involving all managers rather than delegating planning to a planner**

Top managers not actively supporting the strategic planning process

Doing strategic planning only to satisfy accreditation or regulatory requirements

Question

All of the following are the basic functions of marketing EXCEPT Select correct option

Selling products/services

Product and service planning

Marketing research

**Arranging for finance**

Question HTML stands for which of the following?

Select correct option

Hybrid text markup language

**Hypertext Markup Language**

Hyper text manufacture language

Highly technical markup language

Question

Which type of trend can be exemplified by the increase in average level of education in a society?

Select correct option

Social

Economic

Cultural

Technological

Question

Departmentalization can be done on the basis of many factors EXCEPT Select correct option

Functions

Number of employees

Strategic business units

Divisions

Question

When an industry relies heavily on government contracts, which of the following is important for the firm to foresee as a part of its external audit?

Select correct option

Economic forces

Political forces

Technological forces

Competitive forces

Question

Which of the follwoing term represents the enduring statement of purpose that distinguish one business from other similar firms?

Select correct option

Vision

Strategy

**Mission**

Tactics

Question

Selling includes all of the following marketing activities EXCEPT Select correct option

Advertising

**Pricing**

Sales promotion

Customer relations

Question

Which of the following is the best example for acheiving long-term objectives? Select correct option

Strengths

**Strategies**

Policies

Opportunities

Question

Which of the following step in the strategic development process involves mobilizing employees and managers to put strategies into action?

Select correct option

Formulating strategy

Strategy evaluation

**Implementing strategy**

Strategy planning

Question

What is the first step in the comprehensive strategic-management model? Select correct option

Performing external audits

Developing vision and mission statements

Performing internal audits

Measuring and evaluating performance

Question

Strategist is an individual who is involved in the strategic management process, thus may be known as

Select correct option

Member board of director

President

Division manager

**All of the given options**

Question

All of the following are functional support roles of Management Information System EXCEPT

Select correct option

Recording and storing accounting records

Recording and storing inventory data

Recording and storing business intelligence data

**The enhanced ability to explore "what if"**

Question Principles of conduct that guide decision-making are known as Select correct option

Human rights

**Business ethics**

The constitution

Social responsibility

Question

According to Freund, Which one of the following should NOT be the characteristics of key external factors?

Select correct option

Measurable

**Relatively few in number**

Applicable to all competing firms

Important to achieve long-term objectives

Question

Identify the stages of strategic management process in a precise sequence. Select correct option

Strategy evaluation, strategy formulation & strategy implementation

Strategy evaluation, strategy implementation & strategy formulation

**Strategy formulation, strategy implementation & strategy evaluation**

Strategy implementation, strategy evaluation & strategy formulation

Question

Which category of ratios measures “how effectively a firm can maintain its economic position in the growth of the economy and industry”?

Select correct option

Liquidity

Leverage

Activity

**Growth**

Question

Establishing and implementing ways of making things work is known as Select correct option

Planning

**Organizing**

Leading

Controlling

Question Which one of the following area can be the weakness of a firm? Select correct option

Changing lifestyle

High oil prices

**Ineffective Marketing**

Increasing pollution

Question All of the following are the types of Profitability ratios EXCEPT Select correct option

**Net profit margin**

Inventory turnover

Return on total assets

Earnings per share

Question

Which of the following can be best described as short-term in nature? Select correct option

Mission statements

**Annual objectives**

Strategies

Vision statement

Question

The analysis of industry’s major competitors’ strengths may give an insight of which one of these?

Select correct option

Key threats for the firm

Key opportunities for the firm

Both opportunities and strengths for the firm

**None of the given options**

Question

Different types of consumers are created due to new trends, which in turn require which type of products?

Select correct option

Different products

Different services

Different strategies

**All of the given options**

Question Which one of the following is NOT a key external force?

Select correct option

Social responsibility

Ozone reduction

**Company management**

Energy conservation

Question

Following are the examples of the sectors that are more technologically oriented EXCEPT

Select correct option

Textile

Pharmaceutical

Telecommunications

Beverages

Question

Which of the following refers to a functional support role of an information system? Select correct option

What if…?" Question s

**What is the capacity of plant?**

What do we do?

What if tax rate increases by %?

Question

Which of the following statements is NOT correct about a mission statement? Select correct option

It contains the definition of the company's business

It is called the picture of a company’s future.

It is a statement containing the company's major goals

It is known as statement of the corporate philosophy

Question

Which of the following can reveal the demographic characteristics of an organization’s customers?

Select correct option

**Customer profiling**

Test marketing

Market development

The vision statement

Question

Establishing and implementing ways of making things work is known as Select correct option

Planning

**Organizing**

Leading

Controlling

Question

Identify the stages of strategic management process in a precise sequence. Select correct option

Strategy evaluation, strategy formulation & strategy implementation

Strategy evaluation, strategy implementation & strategy formulation

**Strategy formulation, strategy implementation & strategy evaluation**

Strategy implementation, strategy evaluation & strategy formulation

Question

“A desired future state that the organization attempts to realize”. Identify the term relevant to the given statement.

Select correct option

**Goal**

Strategy

Policy

Procedure

Question

Long-term objectives are needed at which level(s) of the organization? Select correct option

Corporate level

Divisional level

Functional level

**All of the given options**

Question

The analysis of industry’s major competitors’ strengths may give an insight of which one of these?

Select correct option

**Key threats for the firm**

Key opportunities for the firm

Both opportunities and strengths for the firm None of the given options

Question

Internal analysis involves gathering and analyzing the information about all areas of a firm EXPECT

Select correct option

Research nad development

Management information system

Marketing

**Competitors**

Question Which of the follwoing are the guidelines of decision making? Select correct option

Laws

Rules

**Policies**

Goals

Question

Which of the following groups represents the stakeholders of a company? Select correct option

The owners of the company

The people who purchases the shares of the company

**The people who have a special stake or claim on the company**

Are the people who are in the management a company

Question

Which one of the following dimensions is NOT a recommended component of a mission statement?

Select correct option

Self-concept

Markets

**Strategies**

Customers

Question

Which of the following are developed in strategy implementation phase of strategic management?

Select correct option

Vision and mission

**Annual objectives**

Strengths and weaknesses

Opportunities and threats

Question

Political variables have a significant effect on which one of the following? Select correct option

**Formulation and implementation of strategy**

Formulation and Evaluation of a strategy

Implementation and evaluation of a strategy

Formulation, implementation and evaluation of a strategy

Question

Integration strategies are sometimes collectively referred to as which of these strategies? Select correct option

Horizontal integration

Forward integration

Hierarchical integration

**Vertical integration**

Question

Which of the following best describes this statement; “a Systematic and ethical process for gathering and analyzing information about the competition’s activities and general business trends to further a business’ own goals”?

Select correct option

External assessment

Industry analysis

**Competitive intelligence program**

Business ethics

Question

Which of the following arise when a company can take advantage of conditions in its

environment to formulate and implement strategies that enable it to become more

profitable?

Select correct option

Strengths

**Opportunities**

Weaknesses

Threats

Question The mission statement answers which of the following Question ? Select correct option

**What is our business?**

How can we improve ourselves?

What do we want to become?

Who are our stakeholders?

Question

Which of the following refers to the belief related to objectives setting that "there is no general plan for which way to go and what to do"?

Select correct option

Managing by crisis

Managing by extrapolation

Managing by hope

**Managing by subjectives**

Question Which of these basic Question s a vision statement answers? Select correct option

What is our business?

Who are our employees?

**What do we want to become?**

Who are our competitors?

Question

Strategic management integrates all of the following areas EXCEPT Select correct option

Management

Marketing

Research and development

**Human resource management**

Question

Developing a vision and a mission statement is important because of the following reasons EXCEPT

Select correct option

**They are useful for large firms only**

They establish organizational culture

They are the basis for allocating resources

They translate objectives into work structure

Question

Technological advancements can create which of the following advantage besides many other existing powerful advantages for the businesses?

Select correct option

Economic

**Competitive**

Social

Environmental

Question

Which of the following can be best described as short-term in nature? Select correct option

Mission statements

**Annual objectives**

Strategies

Vision statement

Question

Which of the following directs at developing new products before competitors do at

improving product quality or at improving manufacturing processes to reduce costs?

Select correct option

Marketing

Opportunity analysis

**Research and development**

Management

Question

Corporate social policy should be designed and articulated during which phase of strategic management?

Select correct option

Implementation

**Formulation**

Evaluation

Management

Question

Following are the examples of the sectors that are more technologically oriented EXCEPT

Select correct option

Textile

Pharmaceutical

Telecommunications

**Beverages**

Question Which of the following is the benefit of strategic management? Select correct option

Fewer complexes

More complex

Less static

**More profitable**

Question

Rehman industries is analyzing the technological forces for the firm which may provide it opportunities and threats for which of the following stage/s of strategic management

process?

Select correct option

**Strategy formulation**

Strategy implementation

Strategy evaluation

All of the given options

Question

“A desired future state that the organization attempts to realize”. Identify the term relevant to the given statement.

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Policy

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Top managers not actively supporting the strategic planning process

Doing strategic planning only to satisfy accreditation or regulatory requirements

Question

Reasons due to which some firms do “No Strategic Planning” incorporate all of the following EXCEPT

Select correct option

Wastage of time

Fire-fighting

Content with success

**Privileged reward structures**

Question

Which of the following ties all business functions together and provides the basis for all managerial decisions?

Select correct option

Marketing

**Information**

Technology

Workforce

Question

Which of the following categories of ratios includes return on total assets and return on stockholders’ equity as its types?

Select correct option

**Profitability**

Leverage

Growth

Liquidity

Question

Non-financial benefits of strategic management includes all of the following EXCEPT Select correct option

Better awareness of external threats

Enhanced awareness of threats

Reduced resistance to change

**Increase in sales**

Question

Financial benefits of strategic management includes all of the following EXCEPT Select correct option

Progression in profitability

**Improvement in employee productivity**

Expansion in the sales of business

Enhancement in productivity

Question

“A Good mission statement identifies the utility of a firm's products to its customers”; which of the following represents this statement?

Select correct option

Organization’s philosophy

**Customer orientation**

Social policy

Declaration of attitude

Question

Which of the following is NOT a characteristic of well-constructed goals? Select correct option

Address important issues

**Easy to remember**

Precise and measurable

Challenging but realistic

Question

The purpose of an external audit is to prepare a list of which of the following? Select correct option

**Opportunities and weaknesses**

Threats and strengths

Opportunities and threats

Strengths and weaknesses

Question

Integration strategies are sometimes collectively referred to as which of these strategies? Select correct option

Horizontal integration

Forward integration

Hierarchical integration

**Vertical integration**

Question

Which of the following is NOT a component of external environment analysis? Select correct option

Customer satisfaction feedback

Global impacts

**Legal issues within the industry**

Competitive position of rival companies

Question

As managers move up the organization, they perform which of the management function more?

Select correct option

Leading

Controlling

Organizing

**Planning**

Question

Which one of the following is NOT a basic mission of a competitive intelligence program?

Select correct option

To provide a general understanding of an industry

To provide a general understanding of a company’s competitors

**To identify industry executives who could be hired by the firm**

To identify potential moves a competitor might make that would endanger a firm

Question HTML stands for which of the following?

Select correct option

Hybrid text markup language

**Hypertext Markup Language**

Hyper text manufacture language

Highly technical markup language

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Select correct option

Planning

Organizing

Leading

**Controlling**

Question

Following are the examples of the sectors that are more technologically oriented EXCEPT

Select correct option

Textile

Pharmaceutical

Telecommunications

**Beverages**

Question External forces directly affects all of the following EXCEPT Select correct option

Market segmentation strategies

Types of products/services offered

**Management structure of organization**

Choice of businesses to acquire or sell

Question

All of these are pitfalls an organization should avoid in strategic planning EXCEPT Select correct option

**Using plans as a standard for measuring performance.**

Using strategic planning to gain control over decisions and resources

Failing to involve key employees in all phases of planning

Being so formal in planning that flexibility and creativity are stifled

Question

Which one of the following dimensions is NOT a recommended component of a mission statement?

Select correct option

Self-concept

Markets

**Strategies**

Customers

Question

A system of several rites connected with a single occasion or event is known as Select correct option

Myth

**Ceremonial**

Saga

Legend

Question

The total weighted score of IFE matrix developed for XYZ corporation is 3.5. Which of the following statement is TRUE about XYZ Corporation in the light of IFE matrix total weighted score?

Select correct option

Corporation has strong external position

Corporation has weak internal position

Corporation has strong internal position

**Corporation has weak external position**

Question

Which of the following is not a pitfall an organization should avoid in strategic planning? Select correct option

Failing to involve key employees in all phases of planning

**Involving all managers rather than delegating planning to a planner**

Top managers not actively supporting the strategic planning process

Doing strategic planning only to satisfy accreditation or regulatory requirements

Question

In the process of developing a mission statement, which of the following is CORRECT? Select correct option

To involve as few managers as possible

**To involve as many managers as possible**

To involve upper-level management only

To involve the board of directors only

Question

For the past four years the ABC Corporation has been planning to expand its operations

in order to reach out to the world market. Essentially, the ABC Corporation desires to do

what?

Select correct option

Become an online business

Become a brick-n-mortar business

**Embrace globalization**

Become a click-n-mortar business

Question

Political variables have a significant effect on which one of the following? Select correct option

**Formulation and implementation of strategy**

Formulation and Evaluation of a strategy

Implementation and evaluation of a strategy

Formulation, implementation and evaluation of a strategy

Question Assigning a rate=2 in IFE matrix indicates what?

Select correct option

A major weakness

**A minor weakness**

A minor strength

A major strength

Question Which marketing function includes test marketing?

Select correct option

Selling products/services

Customer analysis

**Product/service planning**

Distributing

Question

Which of the following can be considered one of the factors of external opportunities and threats of an organization?

Select correct option

Production/ operations

Research & development

**Competitive trends**

Management information system

Question

Which of the following arise when a company can take advantage of conditions in its environment to formulate and implement strategies that enable it to become more

profitable?

Select correct option

Strengths

**Opportunities**

Weaknesses

Threats

Question

Rehman industries is analyzing the technological forces for the firm which may provide it opportunities and threats for which of the following stage/s of strategic management

process?

Select correct option

**Strategy formulation**

Strategy implementation

Strategy evaluation

All of the given options

Question

The XYZ Organization has a statement that describes the needs for which the

organization was created to fill and answers the basic Question of why the organization exists. XYZ is most likely to have any one of the following?

Select correct option

Strategy

Vision statement

**Mission statement**

Functional tactics

Question

In the process of developing a mission statement, which of the following is CORRECT? Select correct option

To involve as few managers as possible

**To involve as many managers as possible**

To involve upper-level management only

To involve the board of directors only

Question

The process of monitoring performance, comparing it with goals, and correcting any

significant deviations is known as

Select correct option

Planning

Organizing

Leading

**Controlling**

Question

A planned activity aimed at discovery of new knowledge with the hope of developing new or improved products and services and translation of its findings into a plan or design of new or improved products and services is known as

Select correct option

Marketing

**Research and development**

Production

Management information system

Question

Investment decisions are also known as

Select correct option

Business finance

Capital structure

**Capital budgeting**

Dividend policy

Question

Which one variable falls under the category of the Social, Cultural, Demographic, and Environmental Variable?

Select correct option

Propensity of people to spend

**Buying habits**

Level of disposable income

Income differences by region

Question

Which one of the followings best describes this statement; “The conditions that a company must satisfy in order to be able to enter an industry”?

Select correct option

Economies of scale

**Barriers to entry**

Differentiation

Competitive environment

Question

Which of the follwoing term represents the enduring statement of purpose that distinguish one business from other similar firms?

Select correct option

Vision

Strategy

**Mission**

Tactics

Question

In which of the following phase of strategic management, annual objectives are especially important?

Select correct option

Formulation

Evaluation

**Implementation**

Management

Question

Which of the following refers to determining the best capital structure for the company? Select correct option

Restructuring decisions

**Financing decisions**

Strategic decision

Investment decision

Question

Following are the examples of the sectors that are more technologically oriented EXCEPT

Select correct option

Textile

Pharmaceutical

Telecommunications

**Beverages**

Question Ethnic balance is affected due to which of the following?

Select correct option

Change in ethnic values

Awareness of ethnic norms

**Migration of the people towards different areas**

Introduction of new laws relating to ethnicity

Question Which of the following statement applies to Vision Statement? Select correct option

**Describes the purpose of existence of an organization** Identify the customers of the organization

The key measure or measures of the organization’s success Depict the values of an organization

Question

All of the following fall under the category of "Process” function of production management EXCEPT

Select correct option

Choice of technology

**Quality assurance**

Process flow analysis

Transportation analysis

Question

Which of the following categories of ratios includes return on total assets and return on stockholders’ equity as its types?

Select correct option

**Profitability**

Leverage

Growth

Liquidity

Question

Total weighted scores of IFE matrix below 2.5 characterizes an organizations as Select correct option

Organization is externally weak

**Organization is internally weak**

Organization is internally strong

Organization is externally strong

Question

All of these are pitfalls an organization should avoid in strategic planning EXCEPT Select correct option

Using plans as a standard for measuring performance.

**Using strategic planning to gain control over decisions and resources**

Failing to involve key employees in all phases of planning

Being so formal in planning that flexibility and creativity are stifled

Question Principles of conduct that guide decision-making are known as Select correct option

Human rights

**Business ethics**

The constitution

Social responsibility

Question Choose the economic variable from the list.

Select correct option

Attitudes toward business

Attitudes toward product quality

Population changes by race

**Stock market trends**

Question

Which of the following period strategic management was considered to be cure for all problems?

Select correct option

Mid s to mid 60s

**Mid 60s to mid 70s**

Mid 70s to mid 80s

Mid 80s to mid 90s

Question

Defensive strategies include all of the following EXCEPT Select correct option

Retrenchment

**Acquisition**

Divestiture

Liquidation

Question

Strategist is an individual who is involved in the strategic management process, thus may be known as

Select correct option

Member board of director

President

Division manager

**All of the given options**

Question

Reasons due to which some firms do “No Strategic Planning” incorporate all of the following EXCEPT

Select correct option

Wastage of time

Fire-fighting

Content with success

**Privileged reward structures**

Question

According to Freund, Which one of the following should NOT be the characteristics of key external factors?

Select correct option

Measurable

**Relatively few in number**

Applicable to all competing firms

Important to achieve long-term objectives

Question Which of the following statement applies to Vision Statement? Select correct option

**Describes the purpose of existence of an organization**

Identify the customers of the organization

The key measure or measures of the organization’s success Depict the values of an organization

Question

Which of the following statement is refered to ‘Price fluctuation’? Select correct option

Decrease in prices

Increase in prices

**Fluctuation in the prices of a particular commodity**

Fluctuation in general price level

Question

All of the following are the key Question s that can reveal internal strengths and weaknesses in the management department EXCEPT

Select correct option

Is the organization’s structure appropriate?

Are reward and control mechanisms effective?

**Are the organization’s products positioned well?**

Does the firm use strategic management concepts?

Question

Which of these is the allocation and reallocation of capital and resources to projects, products, assets and divisions of an organization?

Select correct option

**Investment decision**

Financing decisions

Restructuring decisions

Strategic decision

Question

Which of the following groups represents the stakeholders of a company? Select correct option

The owners of the company

The people who purchases the shares of the company

**The people who have a special stake or claim on the company**

Are the people who are in the management a company

Question

Strategic management integrates all of the following areas EXCEPT Select correct option

Management

Marketing

Research and development

**Human resource management**

Question In Competitive Profile Matrix, the rating 4 indicates what?

Select correct option

Major weakness

**Major strength**

Minor strength

Minor weakness

Question

Corporate social policy should be designed and articulated during which phase of strategic management?

Select correct option

Implementation

**Formulation**

Evaluation

Management

Question

Which of the following ties all business functions together and provides the basis for all managerial decisions?

Select correct option

Marketing

**Information**

Technology

Workforce

Question

Which category of ratios measures “how effectively a firm can maintain its economic position in the growth of the economy and industry”?

Select correct option

Liquidity

Leverage

Activity

**Growth**

Question

Identify the stages of strategic management process in a precise sequence. Select correct option

Strategy evaluation, strategy formulation & strategy implementation

Strategy evaluation, strategy implementation & strategy formulation

**Strategy formulation, strategy implementation & strategy evaluation**

Strategy implementation, strategy evaluation & strategy formulation

Question Which one of the following area can be the weakness of a firm? Select correct option

Changing lifestyle

High oil prices

**Ineffective Marketing**

Increasing pollution

Question

Effective mission statements don’t have one of the following features Select correct option

Generate range of feasible strategic alternatives

Reconcile interests among diverse stakeholders

**What does the firm want to become**

Provide criteria for selecting strategies

Question Which of the following is the benefit of strategic management? Select correct option

Fewer complexes

More complex

Less static

**More profitable**

Question

Establishing and implementing ways of making things work is known as Select correct option

Planning

**Organizing**

Leading

Controlling

Question

Various job titles of a strategist may includes all of the following EXCEPT Select correct option

Owner

**Foreman**

Chancellor

Chief executive officer

Question

What is the first step in the comprehensive strategic-management model? Select correct option

Performing external audits

**Developing vision and mission statements**

Performing internal audits

Measuring and evaluating performance

Question

Where an organization takes into account the effect of its strategic decisions on the society, the firm is taking care of which of these?

Select correct option

Corporate governance

Business policy

Business ethics

**Social policy**

Question

Which of the following is not a strategy-implementation activity? Select correct option

**Long term goals and objectives**

Developing strategy supportive culture

Redirecting marketing efforts

Developing and utilizing information system

Question

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Question

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Question

The general conditions for competition that influence business firms, which provide similar products and services is known

Select correct option

Remote environment

International environment

External environment

**Industry environment**