



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &  
MANAGEMENT STUDIES**

**Corporate Strategy Surprise Test MBA Batch 2023-25**

Date: \_\_\_\_\_

Roll No. \_\_\_\_\_

Name: \_\_\_\_\_

Section: \_\_\_\_\_

***Answer all the following questions:***

***(0.5 x 10 = 5 marks)***

**1. \_\_\_\_ does not directly formulate the strategy.**

- a) Top management
- b) Board of directors
- c) Corporate planners
- d) Consultants

**2. Strategic Management involves \_\_\_\_\_**

- a) The determination of the organisation's mission, strategic policies and strategic objectives
- b) The determination of price of the product and service
- c) Cost
- d) Planning with high cost

**3. \_\_\_\_\_ refers to the purposes an organization strives to achieve.**

- a) Strategic Intent
- b) Strategic Formulation
- c) Strategic Implementation
- d) Strategic Control

**4. The acronym SWOT stands for**

- a) Special Weapons for Operations Timeliness
- b) Services, Worldwide Optimization and Transport
- c) Strengths, Weakness, Opportunities and Threats
- d) None of the above

**5. \_\_\_\_\_ and \_\_\_\_\_ are outcomes from a study of the internal environment**

- a) Threats and Weaknesses
- b) Strengths and Weaknesses
- c) Weights and Measures
- d) Opportunities and Threats

6. \_\_\_\_\_ strategy concerns itself with the immediate goals and \_\_\_\_\_ strategy generally involves foresight.
- a) Short term and long term
  - b) Long term and short term
  - c) Short term and short term
  - d) None of the above.
7. **SAP stands for**\_\_\_\_\_
- a) Systems Applications and Products
  - b) Strategic Advantage Profile
  - c) Systemic Advantage Profile
  - d) none of these
8. **SBU stands for**
- a) satisfied business unit
  - b) stratified business unit
  - c) strategic building unit
  - d) strategic business unit
9. **The basic activities of strategic management include:**
- a) Offense, defense, and control
  - b) Situation analysis, strategy formulation, implementation, and evaluation
  - c) Development, control, and management
  - d) Ethics, management, and practice
10. **Which statement is true about goal?**
- a) Goal Setting gives base to a company for long term existence
  - b) Goal is an equipment to measure of execution, it provides clear measure for control. These measures are accepted by most of the people.
  - c) Goal setting is helpful in decision making.
  - d) All of the above.