



**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. A possible and desirable future state of an organization is called:**
 - a) Mission
 - b) Vision
 - c) Strategy implementation
 - d) Strategy formulation
- 2. Which would be classified as a stakeholder?**
 - a) Communities
 - b) Banks
 - c) Suppliers
 - d) Communities Banks Suppliers
- 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 external environment**
 - a) Threats and Weaknesses
 - b) Strengths and Weaknesses
 - c) Weights and Measures
 - d) Opportunities and Threats
- 6. The purpose of a mission statement is to declare all of these except**
 - a) a reason for being
 - b) an annual financial plan
 - c) a statement of purpose
 - d) a statement of beliefs
- 7. ETOP stands for _____**
 - a) Environmental threat and opportunity profile
 - b) Economic threat and Opportunity profile

- c) Enhanced technology and opportunity 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. Which of the following is NOT a major element of the strategic management process?

- a) Formulating strategy
- b) Implementing strategy
- c) Evaluating strategy
- d) Assigning administrative tasks

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.