

# Corporate Strategy Quiz Test (Section B)

\* Indicates required question

---

1. Name \*

---

2. Roll No. \*

---

3. What are the means by which long term objectives will be achieved? \*

1 point

*Mark only one oval.*

- ☐ Strategies
- ☐ Policies
- ☐ Strengths
- ☐ Opportunities

4. Marketing strategy is a \_\_\_\_\_ type of strategy \*

1 point

*Mark only one oval.*

- ☐ Business level
- ☐ Growth strategy
- ☐ Corporate Strategy
- ☐ Functional strategy

5. In Porter's generic strategies model, a focus strategy involves \*

1 point

*Mark only one oval.*

- ☐ selling a limited range of products
- ☐ selling to a narrow customer segment
- ☐ selling to one region only
- ☐ selling simple products that are cheap to produce

6. Buying another company by one company means: \*

1 point

*Mark only one oval.*

- ☐ Joint venture
- ☐ Acquisition
- ☐ Amalgamation
- ☐ Merger

7. Corporate level strategy deals with: \*

1 point

*Mark only one oval.*

- ☐ Objectives of specific functions
- ☐ Objectives of single SBU
- ☐ Objectives of the corporate
- ☐ Objectives of specific operations

8. The BCG matrix is based on \*

1 point

*Mark only one oval.*

- ☐ Industry attractiveness and Business strength
- ☐ Industry Growth rate and Business strength
- ☐ Industry Attractiveness and Relative Market share
- ☐ Industry growth rate and relative market share

9. A company offers unique products that are widely valued by customers, it is likely to follow a: \*

1 point

*Mark only one oval.*

- ☐ Differentiation strategy
- ☐ Combination strategy
- ☐ Focus strategy
- ☐ Cost leadership strategy

## 10. Strategic business units \*

1 point

*Mark only one oval.*

- ☐ Are found in one-business organisations
- ☐ Carry out strategies assigned by the CEO
- ☐ Develop their own unique way of competing
- ☐ Implement the marketing function's strategic planning and management decisions

## 11. The value chain is subdivided into two main headings. These are primary activities and: \*

1 point

*Mark only one oval.*

- ☐ Peripheral activities
- ☐ Support activities
- ☐ Secondary activities
- ☐ Outsourced activities

12. A joint venture can be defined as: \*

1 point

*Mark only one oval.*

- ☐ Two firms collaborate together on a specific project
- ☐ One firm licenses its intellectual property to another firm
- ☐ Two firms merge together
- ☐ Two firms come together to form a third, legally separate firm

---

This content is neither created nor endorsed by Google.

Google Forms