

CS QUIZ TEST (Section C) 2023-25

* Indicates required question

1. Name *

2. Section *

Mark only one oval.

☐ B

☐ C

3. Roll No. *

4. _____arises when a firm is able to perform an activity that is distinct from competitors *

1 point

Mark only one oval.

- ☐ Focus
- ☐ Cost leadership
- ☐ Competitive advantage
- ☐ Logic

5. **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

6. Obstacles which potential newcomers would encounter when entering a market are called _____ *

1 point

Mark only one oval.

- ☐ Economies of scale
- ☐ Barriers to entry
- ☐ Product differentiation
- ☐ Expected retaliation

7. Which of the following features about a buyer indicates that the buyer has high bargaining power? *

1 point

Mark only one oval.

- ☐ When the buyer cannot credibly threaten to backwardly integrate into the industry.
- ☐ When the buyer cannot purchase specific products from other sellers.
- ☐ When the buyer faces high switching costs
- ☐ When the buyer operates in an industry where products are undifferentiated.

8. In business, _____ generally refers to the fight for market share which serves the same basic customer needs

* 1 point

Mark only one oval.

- ☐ Competition
- ☐ Composition
- ☐ Rivalry
- ☐ None of the above

9. An organization is said to have _____ when it has several different businesses that are independent and that formulate their own strategies

* 1 point

Mark only one oval.

- ☐ Operational Units
- ☐ Strategic Business Units
- ☐ Competitive advantages
- ☐ Legal sub units

10. Xerox's competence in photocopying and Canon's competence in optics, imaging, and laser control are examples of ____ competence. * 1 point

Mark only one oval.

- ☐ Strategic
- ☐ Threshold
- ☐ Distinctive
- ☐ Core

11. In order to secure or sustain competitive advantage, ____ may have to be continuously developed and adjusted to competence levels. * 1 point

Mark only one oval.

- ☐ Skills
- ☐ Talent
- ☐ Resources
- ☐ Equipment

12. A _____ is one that has passed through the transition from a period of fast growth to more modest or stable growth.

* 1 point

Mark only one oval.

- ☐ Fragmented Industry
- ☐ Emerging Industry
- ☐ Mature Industry
- ☐ Declining Industry

13. The competitive threat model or the five forces model was developed by _____ *

1 point

Mark only one oval.

- ☐ Michael E Porter
- ☐ Hamel
- ☐ C.K.Prahalad
- ☐ Peter Drucker

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