



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANEWAR

Semester: 2nd Semester (MBA/BA)
Batch: 2024-26
Subject: STRATEGIC MANAGEMENT
Name:
Reg. No.:

Date: 16/04/2025

Quiz Test

Duration:

Full Marks: 10

Sec:

Instructions: Please select the most appropriate answer of the following by putting Tick mark(✓) against the correct answer.

1. What is the primary purpose of strategic management?

- A) To manage day-to-day operations
- B) To ensure short-term profitability
- C) To establish long-term direction and goals
- D) To increase employee satisfaction

2. Which of the following is NOT one of Porter's Five Forces?

- A) Threat of new entrants
- B) Bargaining power of suppliers
- C) Industry rivalry
- D) Business ethics

3. What type of strategy focuses on gaining cost advantages through efficiencies?

- A) Differentiation
- B) Cost Leadership
- C) Diversification
- D) Focus Strategy

4. What is a core competency?

- A) A minor strength
- B) A competitive disadvantage
- C) A unique strength that gives a company an advantage
- D) An external opportunity

5. Vertical integration involves:

- A) Expanding into new markets horizontally
- B) Acquiring or merging with suppliers or distributors
- C) Developing new product lines
- D) Outsourcing operations



6. A company that focuses on a narrow market segment and offers unique products is using which strategy?
- A) Cost Leadership
 - B) Broad Differentiation
 - C) Focused Differentiation
 - D) Generic Strategy
7. When a company acquires another company in a completely different industry, it is called:
- A) Vertical integration
 - B) Horizontal integration
 - C) Related diversification
 - D) Unrelated diversification
8. The BCG matrix is used to evaluate:
- A) Employee performance
 - B) Functional-level strategies
 - C) Business units based on market share and market growth
 - D) Economic conditions
9. Concentric diversification occurs when:
- A) A firm enters an unrelated industry
 - B) A firm develops entirely new technologies
 - C) A firm enters a related industry to capitalize on synergies
 - D) A firm divests from its core business
10. In the BCG matrix, a "Cash Cow " is characterized by:
- A) High growth, high market share
 - B) Low growth, high market share
 - C) High growth, low market share
 - D) Low growth, low market share