Choose the Correct Option

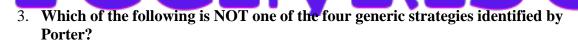
1.	Which	of th	e follov	wing is	NOT	one of l	Porter's	s Five	Forces?

- a. Supplier power
- b. Buyer power
- c. Rivalry among existing competitors d. The threat of new entrants
- e. Threat of complementary products

Answer: e) Threat of complementary products

- 2. Which of the following is NOT one of the four components of a SWOT analysis?
- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats e. Profits

Answer: e) Profits



- a. Cost leadership
- b. Differentiation
- c. Focus
- d. Integration
- e. Best cost

Answer: d) Integration

- 4. Which of the following is a type of diversification strategy?
- a. Intensive growth
- b. Retrenchment

- c. Joint ventures d. Divestment e. None of the above **Answer: c) Joint ventures** 5. Which of the following is a type of corporate-level strategy? a. Cost leadership b. Retrenchment c. Differentiation d. Related diversification e. None of the above **Answer: d) Related diversification** Which of the following is NOT one of the three main types of international strategies? a. Global standardization strategy b. Multidomestic strategy c. Transnational strategy d. Hybrid strategy e. Export strategy **Answer: d) Hybrid strategy** 7. Which of the following is NOT one of the four steps in the strategy formulation
 - process?
- a. Establishing a grand strategy
- b. Evaluating external opportunities/threats
- c. Analyzing the internal organization

- d. Establishing a mission and vision
- e. Implementing the chosen strategy

Answer: e) Implementing the chosen strategy

- 8. Which of the following is a characteristic of a successful strategic plan?
- a. It is specific and measurable
- b. It is realistic
- c. It is flexible and adaptable
- d. It has clear objectives and action steps
- e. All of the above

Answer: e.) All of the above

- 9. Which of the following is NOT one of the key components of the balanced scorecard approach to strategic management?
- a. Financial perspective
- b. Customer perspective
- c. Internal business process perspective d. Learning and growth perspective
- e. Industry perspective

Answer: e) Industry perspective

- 10. Which of the following is a potential disadvantage of a joint venture strategy?
- a. The partners may have conflicting objectives
- b. It can be difficult to find suitable partners
- c. It can be expensive to establish and maintain
- d. The partners may have different cultural backgrounds
- e. All of the above

Answer: e) All of the above

1.	Which of the following is a key component of a company's external environment?
a. Orga	nizational culture
b. Strat	regic alliances
c. Econ	nomic conditions
d. Com	apany structure
Answe	r: c) Economic conditions
	Which of the following is a primary advantage of a decentralized organizational structure?
a. Impr	oved communication and coordination
b. Cent	ralized decision-making
c. Faste	er decision-making
Answe	r: a) Improved communication and coordination Which of the following is NOT a characteristic of a successful strategic leader? onary
b. Risk-	-averse
c. Decis	sive
d. Inno	vative
Answe	r: b) Risk-averse
4.	Which of the following is NOT one of the four stages of the organizational life cycle?
a. Intro	duction
b. Grov	vth
c. Matu	ırity
d. Decl	ine

e. Expansion **Answer: e) Expansion** 5. Which of the following is NOT one of the four types of corporate-level strategies? a. Concentration b. Conglomerate c. Diversification d. Retrenchment. **Answer: b) Conglomerate** 6. Which of the following is a potential disadvantage of a cost leadership strategy? a. Increased bargaining power with suppliers b. Increased flexibility in responding to changes in the market c. Decreased innovation hy Rise d. Higher profit margins 7. Which of the following is NOT one of the four elements of the VRIO framework? a. Value b. Rarity c. Inimitability d. Organization e. Organization **Answer: e) Organization (duplicated)** 8. Which of the following is a potential advantage of a differentiation strategy?

a. Increased flexibility in responding to changes in the market

b. Decreased customer loyalty

c. Higher profit margins
d. Lower production costs
Answer: c) Higher profit margins
9. Which of the following is NOT a potential advantage of a merger or acquisition strategy?
a. Increased market power
b. Access to new technologies
c. Cost savings through economies of scale
d. Lower risk
e. Increased diversification
Answer: d) Lower risk
10. Which of the following is NOT one of the three components of sustainable competitive advantage? a. Valuable resources and capabilities b. Inimitability
c. Sustainability
d. Non-substitutability
Answer: c.) Sustainability (duplicated)
1. Aanalysis examines a company's internal and external environments to identify its strengths, weaknesses, opportunities, and threats.
a. SWOT
b. PESTEL
c. BCG matrix
d. Porter's Five Forces
Answer: a) SWOT

2. A company'sidentifies its purpose and its reason for being.
a. Strategy
b. Vision
c. Mission
d. Objectives
Answer: c) Mission
3. Astrategy involves expanding a company's operations into new markets or product lines.
a. Retrenchment
b. Concentration
c. Diversification
d. Differentiation Answer: c) Diversification 4. Astrategy involves lowering a company's costs in order to offer lower prices than its competitors.
a. Cost leadership
b. Differentiation
c. Focus
d. Integration
Answer: a) Cost leadership
5. The is a tool used to identify a company's strategic business units and the position of each unit in the market.
a. BCG matrix
b. Ansoff matrix
c. SWOT analysis

d. PESTEL analysis
Answer: a) BCG matrix
6. A strategy involves focusing on a specific customer segment or niche market.
a. Retrenchment
b. Concentration
c. Diversification
d. Differentiation
Answer: b) Concentration
7. A company's includes all of the activities it undertakes to create and deliver value to customers.
a. Supply chain
b. Business model c. Marketing mix d. Competitive advantage
Answer: b) Business model
8. Theframework is used to analyze a company's resources and capabilities to determine whether they can lead to sustainable competitive advantage.
a. VRIO
b. PESTEL
c. Ansoff
d. BCG
Answer: a) VRIO
9. Astrategy involves a company partnering with another company to jointly pursue a business opportunity.

- a. Joint venture
- b. Merger
- c. Acquisition
- d. Strategic alliance

Answer: d) Strategic alliance

- 10. The _____strategy involves creating a unique and superior product or service that is valued by customers and cannot be easily replicated by competitors.
- a. Cost leadership
- b. Differentiation
- c. Focus
- d. Integration

