

# National Testing Agency

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## Strategic Management

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## Strategic Management-1

<b>Section Id :</b>	940918184
<b>Section Number :</b>	1
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<b>Mandatory or Optional :</b>	Mandatory

<b>Number of Questions :</b>	100
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<b>Section Marks :</b>	100
<b>Enable Mark as Answered Mark for Review and Clear Response :</b>	Yes
<b>Sub-Section Number :</b>	1
<b>Sub-Section Id :</b>	940918249
<b>Question Shuffling Allowed :</b>	Yes

**Question Number : 1 Question Id : 9409188491 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The threat of entry in any industry depends upon:

1. The number of incumbents in that particular industry
2. The level of profitability of the industry
3. The height of entry barriers that are present and the reaction from incumbents
4. The level of prices charged by the incumbents in the industry

**Options :**

94091831937. 1

94091831938. 2

94091831939. 3

94091831940. 4

**Question Number : 2 Question Id : 9409188492 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The boundaries of any industry consist of:

1. The scope of products or services
2. The geographic scope
3. The level of competition
4. The scope of products or services and The geographic scope, both

**Options :**

94091831941. 1

94091831942. 2

94091831943. 3

94091831944. 4

**Question Number : 3 Question Id : 9409188493 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Network externalities, which exist when the value of a product to an individual customer depends on the number of other users of that product, arises from the following source(s) –

1. Products where users are linked to a network
2. Availability of complementary products and services
3. Economizing on switching costs
4. All of these are correct

**Options :**

94091831945. 1

94091831946. 2

94091831947. 3

94091831948. 4

**Question Number : 4 Question Id : 9409188494 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Differentiation offers a \_\_\_\_\_ basis for competitive advantage over low cost strategies because\_\_\_\_\_.

1. Inferior, the high cost of differentiation erodes profitability over time.
2. Superior, differentiation is less vulnerable to changes in external environment and replication is difficult for competition.
3. Superior, differentiation efforts inherently drives costs down leading to dual advantage.
4. Inferior, low cost strategies leverage on economies of scale and are thus more fundamental to the business.

**Options :**

94091831949. 1

94091831950. 2

94091831951. 3

94091831952. 4

**Question Number : 5 Question Id : 9409188495 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A differentiation advantage is said to exist when \_\_\_\_\_

1. The price premium exceeds the cost of differentiation.
2. Low cost strategy is susceptible to imitation.
3. Low cost strategy offers inferior basis for sustainable competitive advantage.
4. Causal ambiguity is sufficient to lead to uncertain imitability.

**Options :**

94091831953. 1

94091831954. 2

94091831955. 3

94091831956. 4

**Question Number : 6 Question Id : 9409188496 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these makes it relatively easier to imitate resources?

1. Path dependence
2. Resource compression diseconomies
3. Visible assets
4. interconnected asset stocks

**Options :**

94091831957. 1

94091831958. 2

94091831959. 3

94091831960. 4

**Question Number : 7 Question Id : 9409188497 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Wal-Mart's ability to negotiate a hard bargain with suppliers can be a source of competitive advantage if

1. There is economies of scale
2. Other retailers find it difficult to imitate
3. Other retailers can replicate over time
4. There is economies of scope

**Options :**

94091831961. 1

94091831962. 2

94091831963. 3

94091831964. 4

**Question Number : 8 Question Id : 9409188498 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Differentiation and Segmentation are different from each other. Differentiation is concerned with \_\_\_\_\_ a firm competes, while Segmentation is concerned with \_\_\_\_\_ a firm competes.

1. Where, How
2. How, Where
3. How, Why
4. Why, How

**Options :**

94091831965. 1

94091831966. 2

94091831967. 3

94091831968. 4

**Question Number : 9 Question Id : 9409188499 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these analysis frameworks helps classify the firm's activities

1. Value-chain analysis
2. Value-add analysis
3. Variance analysis
4. Variability analysis

**Options :**

94091831969. 1

94091831970. 2

94091831971. 3

94091831972. 4

**Question Number : 10 Question Id : 9409188500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

It makes sense for a firm to vertically integrate only if

1. Administrative costs within the firm < Transactions costs in the market
2. Administrative costs within the firm > Transactions costs in the market
3. Administrative costs within the firm = Transactions costs in the market
4. Transaction costs do not exist

**Options :**

94091831973. 1

94091831974. 2

94091831975. 3

94091831976. 4

**Question Number : 11 Question Id : 9409188501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In the military field, we generally make the following distinction between strategy and tactic:

1. Tactic is the overall plan whereas strategy focuses on specific actions
2. Tactic is a scheme for a specific action whereas strategy relates to the overall plan
3. Tactic encompasses specific political actions within the firm whereas strategy is the overall plan for deploying resources to establish a favorable position
4. Tactic is the overall plan whereas strategy is concerned with the maneuvers to win battles

**Options :**

94091831977. 1

94091831978. 2

94091831979. 3

94091831980. 4

**Question Number : 12 Question Id : 9409188502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Value added is:

1. The difference between the perceived fair price by a customer and the actual price he pays
2. The difference between the price actually paid and the value the customer gains from the product
3. The difference between the revenue of the firm and its purchases of inputs
4. The sum of all the income paid to the suppliers of physical factors of production

**Options :**

94091831981. 1

94091831982. 2

94091831983. 3

94091831984. 4

**Question Number : 13 Question Id : 9409188503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Porter's five forces analysis for an industry remains the same irrespective of whether it is done by an incumbent (insider/existing firm) or an outsider (or prospective entrant)

1. TRUE
2. FALSE
3. Partially true
4. Partially false

**Options :**

94091831985. 1
94091831986. 2
94091831987. 3
94091831988. 4

**Question Number : 14 Question Id : 9409188504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Goodwill and patents are considered as \_\_\_\_\_ for a firm under RBV

1. Intangible resources
2. Tangible resources
3. Capabilities
4. None of these is correct

**Options :**

94091831989. 1
94091831990. 2
94091831991. 3
94091831992. 4

**Question Number : 15 Question Id : 9409188505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



The concept of "core rigidities" implies that:

1. Firms with the most highly developed capabilities may also have the greatest difficulty in developing new capabilities
2. Firms must continually avoid becoming trapped by inertia
3. Firms must convert static capabilities into dynamic capabilities
4. The tenure of a CEO should not normally be allowed to exceed five years.

**Options :**

94091831993. 1

94091831994. 2

94091831995. 3

94091831996. 4

**Question Number : 16 Question Id : 9409188506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A strategy which is an outcome of detailed and deliberate planning is called \_\_\_\_\_ strategy, whereas a strategy which is a result of the collective experience, learning and day-to-day prioritization decisions of managers is called \_\_\_\_\_ strategy.

1. Emergent, Intended
2. Intended, Emergent
3. Realized, Intended
4. None of these is correct

**Options :**

94091831997. 1

94091831998. 2

94091831999. 3

94091832000. 4

**Question Number : 17 Question Id : 9409188507 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The purpose(s) of Porter's five forces framework is/are to:

1. Assess the industry attractiveness
2. Determine the profitability (or profit potential) of the industry
3. Guide the strategic decisions and choices of the firm
4. All of these is correct

**Options :**

94091832001. 1

94091832002. 2

94091832003. 3

94091832004. 4

**Question Number : 18 Question Id : 9409188508 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If the barriers to entry for an industry are low, then the industry's attractiveness (as per Porter's framework) is –

1. Not impacted
2. High
3. Low
4. None of the above

**Options :**

94091832005. 1

94091832006. 2

94091832007. 3

94091832008. 4

**Question Number : 19 Question Id : 9409188509 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If an industry's key customer poses a very high threat of backward integration, then the bargaining power of buyers for that industry is considered –

1. High
2. Low
3. Depends
4. None of the above

**Options :**

94091832009. 1

94091832010. 2

94091832011. 3

94091832012. 4

**Question Number : 20 Question Id : 9409188510 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Your firm is in an industry in which the exit barriers (e.g. government regulations for firms who want to leave the industry) are very high. Hence, the rivalry in your industry will be \_\_\_\_\_.

1. Low
2. High
3. Not impacted
4. Cannot say

**Options :**

94091832013. 1

94091832014. 2

94091832015. 3

94091832016. 4

**Question Number : 21 Question Id : 9409188511 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

When the buyers' switching costs for your product are very high, then the bargaining power of buyers is –

1. Low
2. High
3. Not related
4. None of these is correct

**Options :**

94091832017. 1

94091832018. 2

94091832019. 3

94091832020. 4

**Question Number : 22 Question Id : 9409188512 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The following is/are a part of the organization's resource-based view of strategy analysis

1. Physical resources
2. Intangible assets
3. Capabilities
4. All of these are correct

**Options :**

94091832021. 1

94091832022. 2

94091832023. 3

94091832024. 4

**Question Number : 23 Question Id : 9409188513 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Plant and machinery form the \_\_\_\_\_ resources for a firm

1. Intangible
2. Tangible
3. Capable
4. Complex

**Options :**

94091832025. 1

94091832026. 2

94091832027. 3

94091832028. 4

**Question Number : 24 Question Id : 9409188514 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

When it is difficult to understand what a company's valuable resource/capability is and how to recreate it, then that characteristic of the resource, which makes it inimitable, is called –

1. Physical uniqueness
2. Path dependency
3. Causal ambiguity
4. Economic deterrence

**Options :**

94091832029. 1

94091832030. 2

94091832031. 3

94091832032. 4

**Question Number : 25 Question Id : 9409188515 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If a resource or capability passes through all the tests of VRIN or VRIO framework under RBV, then it is said to provide the organization with –

1. Competitive parity
2. Temporary competitive advantage
3. Sustainable competitive advantage
4. Competitive disadvantage

**Options :**

94091832033. 1

94091832034. 2

94091832035. 3

94091832036. 4

**Question Number : 26 Question Id : 9409188516 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The primary objective of analyzing the external environment of a firm in any industry is:

1. The barriers of entry and exit in that industry
2. The sources of profit in the industry
3. The five forces of the Porter's model
4. The expected level of profit in the mid-term for that industry

**Options :**

94091832037. 1

94091832038. 2

94091832039. 3

94091832040. 4

**Question Number : 27 Question Id : 9409188517 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Competitive advantage can be defined as

1. A firm's ability to achieve a greater market share than its competitors
2. A firm's ability to consistently outperform the stock market index in terms of shareholder returns
3. The ability for a firm to earn a persistent rate of profit which is higher than its rivals
4. A concept that is meaningless because the definition requires so many approximations

**Options :**

94091832041. 1

94091832042. 2

94091832043. 3

94091832044. 4

**Question Number : 28 Question Id : 9409188518 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The primary goal of resource analysis is to value a company's assets.

1. TRUE
2. FALSE
3. Depends
4. Doesn't matter

**Options :**

94091832045. 1

94091832046. 2

94091832047. 3

94091832048. 4

**Question Number : 29 Question Id : 9409188519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The primary concern of resource based view is industry selection and positioning

1. TRUE
2. FALSE
3. Depends
4. Doesn't matter

**Options :**

94091832049. 1

94091832050. 2

94091832051. 3

94091832052. 4

**Question Number : 30 Question Id : 9409188520 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is an inherent assumption in the Resource based view of the firm?

1. Resource immobility
2. Resource neutrality
3. Resource incarnation
4. Resource bricolage

**Options :**

94091832053. 1

94091832054. 2

94091832055. 3

94091832056. 4

**Question Number : 31 Question Id : 9409188521 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Which of these makes it costly to imitate resources?

1. Asset mass efficiencies
2. Social complexity
3. Causal ambiguity
4. All of these

**Options :**

94091832057. 1

94091832058. 2

94091832059. 3

94091832060. 4

**Question Number : 32 Question Id : 9409188522 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Isolating Mechanisms in firms are similar to Entry Barriers in:

1. Nations
2. Firms
3. Industry
4. Associations

**Options :**

94091832061. 1

94091832062. 2

94091832063. 3

94091832064. 4

**Question Number : 33 Question Id : 9409188523 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is a tangible barrier to imitation by a competing firm?

1. Causal Ambiguity
2. Path Dependence
3. Social Complexity
4. Patents

**Options :**

94091832065. 1

94091832066. 2

94091832067. 3

94091832068. 4

**Question Number : 34 Question Id : 9409188524 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

From an RBV perspective, with respect to resources, the source of heterogeneity among firms is

1. Is way resources are acquired
2. The way resources are stored
3. The way firms bundle resources and their interconnected nature
4. The way resource value is calculated

**Options :**

94091832069. 1

94091832070. 2

94091832071. 3

94091832072. 4

**Question Number : 35 Question Id : 9409188525 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Southwest Airlines' activities to achieve lower cost have been well documented in academics and business press. Yet most of the low cost airlines fail to match its success why imitating its strategy. This can be explained by?

1. Higher profitability
2. Resource inimitability
3. Higher quality
4. Higher market share

**Options :**

94091832073. 1

94091832074. 2

94091832075. 3

94091832076. 4

**Question Number : 36 Question Id : 9409188526 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Causal ambiguity makes it difficult to imitate

1. Across industries
2. Across firms within the industry
3. Across units within the firm
4. All of these are correct

**Options :**

94091832077. 1

94091832078. 2

94091832079. 3

94091832080. 4

**Question Number : 37 Question Id : 9409188527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In RBV of the firm, the resources with each firm are \_\_\_\_\_

1. Unique and heterogeneous
2. Unique and homogeneous
3. Heterogeneous and unilateral
4. Irrelevant

**Options :**

94091832081. 1

94091832082. 2

94091832083. 3

94091832084. 4

**Question Number : 38 Question Id : 9409188528 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following is easier to identify?

1. Organizational capabilities
2. Tangible resources
3. Intangible resources
4. Organization culture

**Options :**

94091832085. 1

94091832086. 2

94091832087. 3

94091832088. 4

**Question Number : 39 Question Id : 9409188529 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Higher level of tacit knowledge can make it difficult to imitate because tacit knowledge can lead to \_\_\_\_\_.

1. Causal ambiguity
2. Resource parity
3. Resource disadvantage
4. Path dependence

**Options :**

94091832089. 1

94091832090. 2

94091832091. 3

94091832092. 4

**Question Number : 40 Question Id : 9409188530 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A firm possessing resources that are valuable, rare, difficult to imitate and difficult to substitute may not get sustained competitive advantage. This is possible if it fails to \_\_\_\_\_.

1. Gain market share
2. Attract customer
3. Organizationally exploit it
4. Replicate it

**Options :**

94091832093. 1

94091832094. 2

94091832095. 3

94091832096. 4

**Question Number : 41 Question Id : 9409188531 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following is not a generic strategy as propounded by Michael Porter

1. Overall Cost Leader
2. Differentiation
3. Focused Player
4. Leverage Player

**Options :**

94091832097. 1

94091832098. 2

94091832099. 3

94091832100. 4

**Question Number : 42 Question Id : 9409188532 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If a firm attempts to simultaneously implement a cost-leadership and product differentiation strategy then it risks the danger of being

1. Stuck in the middle
2. Survive in the middle
3. More a cost leader than a differentiator
4. More a differentiator than a cost leader

**Options :**

94091832101. 1

94091832102. 2

94091832103. 3

94091832104. 4

**Question Number : 43 Question Id : 9409188533 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Harley Davidson positions itself as a lifestyle beyond just a super bike with annual fairs, community drives and so on. What is the strategy followed here?

1. Broad differentiation
2. Focused differentiation
3. Broad cost leader
4. Focused cost leader

**Options :**

94091832105. 1

94091832106. 2

94091832107. 3

94091832108. 4

**Question Number : 44 Question Id : 9409188534 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Bigbasket.com allows customers to order their groceries, vegetables online and get it home delivered at a convenient time. Which of these conditions would suggest it is following a differentiation strategy?

1. It offers fresh fruits and vegetables at comparable price to physical retail store
2. It offers fresh fruits and vegetables at a lower price compared to physical retail store
3. When it tried to reduce the discounts some customers opted to buy from physical store
4. Its customers are loyal and don't mind paying higher than that of physical retail store

**Options :**

94091832109. 1

94091832110. 2

94091832111. 3

94091832112. 4

**Question Number : 45 Question Id : 9409188535 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following can act against a firm following a differentiation strategy?

1. Inelastic consumer demand
2. The product is an experience good
3. Uniqueness in offering isn't valued by customers
4. Rapid technology changes

**Options :**

94091832113. 1

94091832114. 2

94091832115. 3

94091832116. 4

**Question Number : 46 Question Id : 9409188536 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A cost leader's value chain is geared towards

1. Enhancing uniqueness of each of the firm's activities
2. Enhancing cost reduction across each of the firm's activities
3. Enhancing differentiation across each of the firm's activities
4. Enhancing leadership across each of the firm's activities

**Options :**

94091832117. 1

94091832118. 2

94091832119. 3

94091832120. 4

**Question Number : 47 Question Id : 9409188537 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



A company that is in the business of retailing synthetic fabric decides to manufacture the fabric in-house. This is an example of increase in \_\_\_\_\_.

1. Geographic scope
2. Product scope
3. Vertical scope
4. Market scope

**Options :**

94091832121. 1

94091832122. 2

94091832123. 3

94091832124. 4

**Question Number : 48 Question Id : 9409188538 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Firm A has made a huge financial investment recently in upgrading its manufacturing operations believing a commitment from its old client, Firm B. When A informed B about this investment, B held back the order for 6 months. B returned and then managed to negotiate for a better price for A's output. This is an example of:

1. Value creation
2. Value capture
3. Hold up
4. Contract

**Options :**

94091832125. 1

94091832126. 2

94091832127. 3

94091832128. 4

**Question Number : 49 Question Id : 9409188539 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In the BCG growth share matrix a cash cow is a business that has \_\_\_\_\_ and \_\_\_\_\_.

1. Low growth rate, High market share
2. High growth rate, High market share
3. Low growth rate, Low market share
4. High growth rate, Low market share

**Options :**

94091832129. 1

94091832130. 2

94091832131. 3

94091832132. 4

**Question Number : 50 Question Id : 9409188540 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following can be inferred from the institutional voids argument?

1. Diversified groups may have advantages in India
2. Diversified groups have disadvantages in India
3. Diversified groups may have disadvantages when institutional voids exist
4. Diversified business may have advantages in the U.S.

**Options :**

94091832133. 1

94091832134. 2

94091832135. 3

94091832136. 4

**Question Number : 51 Question Id : 9409188541 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A firm's \_\_\_\_\_ is the way in which managers conceptualize the business and make critical resource allocation decisions-be it in technologies, product development, distribution, advertising, or in human resource management.

1. Dominant Logic
2. Economic Logic
3. Ecological Logic
4. Dormant Logic

**Options :**

94091832137. 1

94091832138. 2

94091832139. 3

94091832140. 4

**Question Number : 52 Question Id : 9409188542 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is not an explanation for where business groups fill institutional voids in developing countries?

1. Poorly developed labor markets
2. Weak protection that consumers have
3. Weak contract enforcement
4. Conglomerate discount

**Options :**

94091832141. 1

94091832142. 2

94091832143. 3

94091832144. 4

**Question Number : 53 Question Id : 9409188543 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A small number of business houses with diversified businesses control a large part of the country's economy in several nations in Asia. Which of the following is a compelling explanation for this phenomenon?

1. Business groups can act to compensate for institutional voids
2. Family businesses are easier to control
3. The gains from synergies of a multi business strategy is higher than costs associated with it
4. Business groups add value through centralized corporate functions

**Options :**

94091832145. 1

94091832146. 2

94091832147. 3

94091832148. 4

**Question Number : 54 Question Id : 9409188544 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The fundamental role of strategy is to:

1. Determine how the firm will make a profit in its industry environment
2. Determine how the firm will deploy its resources to satisfy its short-term financial goals
3. Determine how the firm will deploy its resources to achieve its long-term goals
4. Determine how the firm can organize its own activities and achieve knowledge of its rivals

**Options :**

94091832149. 1

94091832150. 2

94091832151. 3

94091832152. 4

**Question Number : 55 Question Id : 9409188545 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

During the 1990s, the focus of strategy analysis shifted:

1. From the sources of profit outside the firm to the sources of profit within the firm
2. To the resource-based view of the firm
3. Both 1 and 2
4. From the structure-based approach to the value-added perspective

**Options :**

94091832153. 1

94091832154. 2

94091832155. 3

94091832156. 4

**Question Number : 56 Question Id : 9409188546 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

How do corporate level strategy and business level strategy differ?

1. Corporate level strategy defines the scope of the firm activity in terms of markets and industries, whereas business level strategy focuses on the competition within a specific combination product x market
2. Corporate level strategy defines the scope of the firm's structure, whereas business level strategy emphasizes the relationship of each business with its environment
3. Corporate level strategy concentrates on the overall strategic plan, whereas business level strategy focuses implementing strategic decisions in each product market
4. Corporate level strategy is concerned with long term goals, whereas business level strategy deals only with daily and operational issues

**Options :**

94091832157. 1

94091832158. 2

94091832159. 3

94091832160. 4

**Question Number : 57 Question Id : 9409188547 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Realized strategy differs from intended strategy because:

1. Intended strategy must be adapted to changing circumstances.
2. Intended strategy comprises principles and guidelines, it is when it is implemented by middle managers that many of the critical strategic decisions are taken.
3. Intended strategy is formulated by top management who out of touch with the reality of events on the ground.
4. None of these are correct

**Options :**

94091832161. 1

94091832162. 2

94091832163. 3

94091832164. 4

**Question Number : 58 Question Id : 9409188548 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The expression "bounded rationality" means:

1. That cognitive limitations exist for human beings
2. That our understanding of complex situations is bounded by our personal anxieties
3. That no real rationality exists because we suffer from many psychological biases
4. That many strategic decisions are taken by middle managers who lack the intelligence and imagination of top managers

**Options :**

94091832165. 1

94091832166. 2

94091832167. 3

94091832168. 4

**Question Number : 59 Question Id : 9409188549 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Backward vertical integration and forward vertical integration can be respectively defined as a situation where:

1. A firm takes over activities previously undertaken by its customers
2. A firm takes over activities producing its own inputs, and takes over activities previously undertaken by its customers
3. A firm takes control of one of its rivals, and a firm takes control of one of its suppliers
4. A firm takes control of most of its suppliers, and of a few of its customers

**Options :**

94091832169. 1

94091832170. 2

94091832171. 3

94091832172. 4

**Question Number : 60 Question Id : 9409188550 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Synergies can be defined as:

1. Savings realized on production across several businesses within a diversified firm
2. Value creating linkages between different businesses within a diversified firm
3. Stakeholders' connections outside a diversified firm
4. The connections between different organizational units within a diversified firm

**Options :**

94091832173. 1

94091832174. 2

94091832175. 3

94091832176. 4

**Question Number : 61 Question Id : 9409188551 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

EVA stands for:

1. Economic Value of Assets
2. Economic Value Approach
3. Economic Value Added
4. Enhanced Value of Assets

**Options :**

94091832177. 1

94091832178. 2

94091832179. 3

94091832180. 4

**Question Number : 62 Question Id : 9409188552 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The primary objective of analyzing the external environment of a firm is to identify:

1. The sources of profit in the industry
2. The five forces identified by Porter in its model
3. The barriers to entry and to exit in that industry
4. The expected level of profit in the mid-term for that industry

**Options :**

94091832181. 1

94091832182. 2

94091832183. 3

94091832184. 4

**Question Number : 63 Question Id : 9409188553 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Industry analysis using IO is \_\_\_\_\_ focused where as RBV is \_\_\_\_\_ focused.

1. Internal, External
2. Resource, Advantage
3. External, Internal
4. Competition, Strategy

**Options :**

94091832185. 1

94091832186. 2

94091832187. 3

94091832188. 4

**Question Number : 64 Question Id : 9409188554 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Naukri.com is a job portal which has both the highest number of job seekers and also the highest number of employers seeking candidates registered on its platform. The source of competitive advantage for Naukri.com in this case can be attributed to:

1. Causal ambiguity
2. Social complexity
3. Network effects
4. Access to unique candidate profiles

**Options :**

94091832189. 1

94091832190. 2

94091832191. 3

94091832192. 4

**Question Number : 65 Question Id : 9409188555 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The interpersonal relationships in a team can result in a basket ball team filled with star players losing to a well oiled basket ball team with lesser known players. Which of the following phenomenon can explain the performance difference:

1. Path dependence
2. Social complexity
3. Network effects
4. Superior processes

**Options :**

94091832193. 1

94091832194. 2

94091832195. 3

94091832196. 4

**Question Number : 66 Question Id : 9409188556 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is not a driver of cost advantage

1. Economies of scale
2. Production techniques
3. Capacity utilization
4. Differentiation variable

**Options :**

94091832197. 1

94091832198. 2

94091832199. 3

94091832200. 4

**Question Number : 67 Question Id : 9409188557 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is not a way in which a product differentiator firm would differentiate itself on

1. Linkage between functions
2. Product features
3. Reputation
4. Cost

**Options :**

94091832201. 1

94091832202. 2

94091832203. 3

94091832204. 4

**Question Number : 68 Question Id : 9409188558 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

L is a mobile handset manufacturer that is currently based in India. It now plans to launch the same products with additional language support in some African countries. This would be an example of increase in \_\_\_\_\_.

1. Vertical scope
2. Geographic scope
3. Venturing scope
4. Product scope

**Options :**

94091832205. 1

94091832206. 2

94091832207. 3

94091832208. 4

**Question Number : 69 Question Id : 9409188559 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is a rationale for a firm to enter into multiple businesses? [V(A) represents the value of a business A and so on]

1.  $V(A + B + C) < V(A) + V(B) + V(C)$
2.  $V(A + B + C) > V(A) + V(B) + V(C)$
3.  $\text{Cost}(A + B + C) > \text{Cost}(A) + \text{Cost}(B) + \text{Cost}(C)$
4. None of these is correct

**Options :**

94091832209. 1

94091832210. 2

94091832211. 3

94091832212. 4

**Question Number : 70 Question Id : 9409188560 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

In the Ashridge Portfolio Display, a business for which fit between parent's management style and the needs of the business is low, and the potential for the parent to add value to the business is high is considered as a \_\_\_\_\_ business

1. Heartland
2. Alien territory
3. Ballast
4. Value trap

**Options :**

94091832213. 1

94091832214. 2

94091832215. 3

94091832216. 4

**Question Number : 71 Question Id : 9409188561 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these aptly represents the question corporate strategy attempts to answer?

1. How to position a business in the market?
2. Which businesses to compete in?
3. Who is my competitor?
4. How do I compete?

**Options :**

94091832217. 1

94091832218. 2

94091832219. 3

94091832220. 4

**Question Number : 72 Question Id : 9409188562 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A business group with a high level of unrelated diversification has its businesses as separately listed and legal entities. The parent company however is not a listed organization. Which type of multi-business structure is this?

1. Cooperative form of multidivisional structure
2. SBU form of multidivisional structure
3. Competitive form of multidivisional structure
4. None of these is correct

**Options :**

94091832221. 1

94091832222. 2

94091832223. 3

94091832224. 4

**Question Number : 73 Question Id : 9409188563 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Strategy is fundamentally about:

1. Being better than rivals
2. Winning
3. Satisfying all stakeholders
4. Being an excellent "corporate citizen"

**Options :**

94091832225. 1

94091832226. 2

94091832227. 3

94091832228. 4

**Question Number : 74 Question Id : 9409188564 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The shift from Planning to Strategy-making implies:

1. The shift from a planning process to a bottom-up strategic process involving most of the firm's members
2. The shift to a centralized planning system to a system where the state interferes much less
3. The shift from a detailed plan of action towards a positioning of the firm in relation to its markets and rivals and a direction for its development
4. The shift from a detailed strategic plan towards innovative tools and the necessity to integrate corporate social responsibility and social ethics

**Options :**

94091832229. 1

94091832230. 2

94091832231. 3

94091832232. 4

**Question Number : 75 Question Id : 9409188565 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Between corporate strategy and business strategy, decision making responsibility is partitioned according to the following principle:

1. There is no principle but only limited rationality and trial-and-error processes to find the best allocation between different levels of management
2. Corporate level strategy is the domain of top managers, and division managers are in charge of the business level strategy
3. Corporate level strategy is the domain of the parent company, and the business level strategy is handled by the functional department managers
4. Corporate and business level strategies are not any specific organizational level's responsibility because of the principle of maximum delegation and decentralization

**Options :**

94091832233. 1

94091832234. 2

94091832235. 3

94091832236. 4

**Question Number : 76 Question Id : 9409188566 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Two schools of thought consider the strategic process differently:

1. The Design School views strategy as a rational and analytical process and the Emergence School views strategy as a complex decision-making and learning phenomenon
2. The Emergence School views strategy as a learning process and the Design School focuses on the strategy-structure relationship
3. The Emergence School emphasizes psychological aspects of strategy decisions and the Design School considers only the top management team
4. The Design School concentrates upon theory and the Emergence School takes a practical approach.

**Options :**

94091832237. 1

94091832238. 2

94091832239. 3

94091832240. 4



**Question Number : 77 Question Id : 9409188567 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The two main forms of economic organization are:

1. The hierarchy and the market
2. The administration by the state and the free market
3. The visible hand and the pressure from politicians
4. The invisible hand of the market and micro- economic mechanisms

**Options :**

94091832241. 1

94091832242. 2

94091832243. 3

94091832244. 4

**Question Number : 78 Question Id : 9409188568 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The classic justification of vertical integration relies on the fact that:

1. The co-location of plants enables each owner to avoid being bound to the other partner for its strategic decisions
2. The physical integration of two processes, for example linking the two stages of production in a single location, results in cost savings
3. The physical location of two processes on the same site does not explain why there is not just one owner
4. Each process owner realizes saving by exploiting its assets in an alliance framework

**Options :**

94091832245. 1

94091832246. 2

94091832247. 3

94091832248. 4

**Question Number : 79 Question Id : 9409188569 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**



**Correct Marks : 1 Wrong Marks : 0**

A balanced scorecard is a tool used for:

1. Avoiding the problems of accounting data in assessing a firm's past performance
2. Allowing manager's to choose the performance criteria against which they will be evaluated
3. Linking a firm's long-term strategic goals to specific performance measures against which individual business units and departments can be evaluated
4. All of these are correct

**Options :**

94091832249. 1

94091832250. 2

94091832251. 3

94091832252. 4

**Question Number : 80 Question Id : 9409188570 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

An important implication of the resource-based perspective is that:

1. Firms tend to adopt similar or close strategies
2. Firms focus on uniqueness leading to increased firm heterogeneity
3. Firms focus on preventing new entrants from entering the market
4. Firms focus on becoming first movers

**Options :**

94091832253. 1

94091832254. 2

94091832255. 3

94091832256. 4

**Question Number : 81 Question Id : 9409188571 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Strengths and Weaknesses part of the SWOT analysis refers to \_\_\_\_\_ analysis, and the Opportunities and Threats part refers to \_\_\_\_\_ analysis

1. Internal, Internal
2. External, External
3. Internal, External
4. External, Internal

**Options :**

94091832257. 1  
94091832258. 2  
94091832259. 3  
94091832260. 4

**Question Number : 82 Question Id : 9409188572 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Porter's Five Forces framework is NOT a tool for \_\_\_\_\_ analysis

1. Internal
2. Industry
3. External
4. None of these is correct

**Options :**

94091832261. 1  
94091832262. 2  
94091832263. 3  
94091832264. 4

**Question Number : 83 Question Id : 9409188573 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If the expected retaliation from existing firms in an industry is very high, then the industry's attractiveness (as per Porter's five forces analysis) is –

1. Increases
2. Driven down
3. Hardly matters
4. All of these are correct

**Options :**

94091832265. 1

94091832266. 2

94091832267. 3

94091832268. 4

**Question Number : 84 Question Id : 9409188574 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Porter's Five Forces framework is at the \_\_\_\_\_ level and Resource Based View (RBV) is at the \_\_\_\_\_ level

1. Industry, Firm
2. Industry, Industry
3. Firm, Firm
4. Firm, Industry

**Options :**

94091832269. 1

94091832270. 2

94091832271. 3

94091832272. 4

**Question Number : 85 Question Id : 9409188575 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

If your company enters into an arrangement with distributors such that it prohibits them from carrying products of competitors, then the threat of new entrants in your industry will decrease due to –

1. Limited access to raw materials
2. High capital investment required
3. Unequal access to channels of distribution
4. None of these is correct

**Options :**

94091832273. 1

94091832274. 2

94091832275. 3

94091832276. 4

**Question Number : 86 Question Id : 9409188576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Some of the critics of Porter's Five Forces framework say that the government is also an important force in an industry and hence should be included in the analysis. Porter's response to this is –

1. The government is not important
2. The government does not impact any of the five forces
3. The government's actions are reflected through their impact on one of the five forces and hence naturally get included in the industry analysis
4. None of these is correct

**Options :**

94091832277. 1

94091832278. 2

94091832279. 3

94091832280. 4

**Question Number : 87 Question Id : 9409188577 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Some of the resources become inimitable because of all that has happened over time along the path taken by the organization in their accumulation. This is called \_\_\_\_\_.

1. Physical uniqueness
2. Path dependency
3. Causal ambiguity
4. None of these is correct

**Options :**

94091832281. 1

94091832282. 2

94091832283. 3

94091832284. 4

**Question Number : 88 Question Id : 9409188578 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The VRIN test for evaluating resources and capabilities under RBV does NOT include –

1. The resource should be inimitable
2. The resource should be durable
3. The resource should be non-substitutable
4. The resource should be valuable and rare

**Options :**

94091832285. 1

94091832286. 2

94091832287. 3

94091832288. 4

**Question Number : 89 Question Id : 9409188579 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following statements is/are INCORRECT ways of explaining corporate and business strategy?

1. Corporate strategy answers the question 'Where to compete?'
2. Corporate strategy is the task of domain navigation and business strategy is the task of domain selection
3. Corporate strategy helps a firm to locate in an industry where the overall rates of return are attractive and business strategy helps a firm to attain a position of advantage vis-a-vis its competitors within that industry and thus earn a return in excess of the industry average
4. Corporate strategy defines the industries and markets in which it competes and business strategy is concerned with how the firm competes within a particular industry or market

**Options :**

94091832289. 1

94091832290. 2

94091832291. 3

94091832292. 4

**Question Number : 90 Question Id : 9409188580 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The source of different firms having different competitive advantages emerges from Resource

1. Homogeneity
2. Heterogeneity
3. Hierarchy
4. Hysteria

**Options :**

94091832293. 1

94091832294. 2

94091832295. 3

94091832296. 4

**Question Number : 91 Question Id : 9409188581 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The primary goal of resource analysis is to understand the potential for creating competitive advantage

1. TRUE
2. FALSE
3. Depends
4. Doesn't matter

**Options :**

- 94091832297. 1
- 94091832298. 2
- 94091832299. 3
- 94091832300. 4

**Question Number : 92 Question Id : 9409188582 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Reputation assets is an example of:

1. Tangible resource
2. Intangible resource
3. Human resource
4. Organizational Capability

**Options :**

- 94091832301. 1
- 94091832302. 2
- 94091832303. 3
- 94091832304. 4

**Question Number : 93 Question Id : 9409188583 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Company A has successfully launched its product in the market and has reaped rich dividends for the same. S is a top executive of the firm who is planning to move out to start the same business supported by a few investors. 6 months later, despite the product launch S has not been able to replicate the same success as in company A. Which of these is a possible reason?

1. Imperfect mobility of the resource
2. Legal restrictions
3. Firm performance differentials
4. None of these is correct

**Options :**

94091832305. 1

94091832306. 2

94091832307. 3

94091832308. 4

**Question Number : 94 Question Id : 9409188584 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

A is an exceptional surgeon working in Hospital K. He decides to decline an offer from a newly set up Hospital - B which is still in the process of adding in the necessary infrastructure. From an RBV perspective, his decision is most likely to be driven by which of the following reasons:

1. Need for professional recognition
2. Need for interconnected resources
3. Need for increased pay
4. None of these is correct

**Options :**

94091832309. 1

94091832310. 2

94091832311. 3

94091832312. 4

**Question Number : 95 Question Id : 9409188585 Question Type : MCQ Option Shuffling : No Is**

**Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**



Southwest Airlines' activities to achieve lower cost have been well documented in academics and business press. Yet most of the low cost airlines fail to match its success while imitating its strategy. This can be explained by:

1. Interconnected resources
2. Social complexity
3. Unique Organizational Culture
4. All of these are correct

**Options :**

94091832313. 1

94091832314. 2

94091832315. 3

94091832316. 4

**Question Number : 96 Question Id : 9409188586 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Resource Based View of the Firm is aligned with which of the following constituents of the SWOT

1. OT
2. OS
3. SW
4. ST

**Options :**

94091832317. 1

94091832318. 2

94091832319. 3

94091832320. 4

**Question Number : 97 Question Id : 9409188587 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Porter's five force analysis helps to understand why one \_\_\_\_\_ is more profitable than other, and resource based view helps to understand why one \_\_\_\_\_ is more profitable than other.

1. Firm, Industry
2. Industry, Firm
3. Industry, Resource
4. Industry, Market

**Options :**

- 94091832321. 1
- 94091832322. 2
- 94091832323. 3
- 94091832324. 4

**Question Number : 98 Question Id : 9409188588 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Cost leadership focuses on \_\_\_\_\_ where as differentiation strategy focuses on \_\_\_\_\_.

1. Reducing cost, Increasing price
2. Reducing price, Increasing cost
3. Reducing cost, Increasing willingness to pay
4. Reducing cost, Reducing price

**Options :**

- 94091832325. 1
- 94091832326. 2
- 94091832327. 3
- 94091832328. 4

**Question Number : 99 Question Id : 9409188589 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

Which of these is not a reflection of a firm following cost leadership?

1. Tight control on overhead costs
2. Leveraging economies of scale to lower production cost
3. Increased product mix and wider choices
4. Efficient organization systems

**Options :**

94091832329. 1

94091832330. 2

94091832331. 3

94091832332. 4

**Question Number : 100 Question Id : 9409188590 Question Type : MCQ Option Shuffling : No**

**Is Question Mandatory : No**

**Correct Marks : 1 Wrong Marks : 0**

The Value Chain and RBV can be usefully combined to assess

1. Firm homogeneity
2. Focus cost leadership
3. How each of the firm's activities fare with regard to the VRIO conditions
4. Focus differentiation

**Options :**

94091832333. 1

94091832334. 2

94091832335. 3

94091832336. 4