INDEX

Part A – EIS

Part B – SM

CHAPTER 1 : Automated Business Process

1. Which of these is a systematic approach to improving the set of activities that will accomplish a specific organization goal?
   a) Enterprise Portfolio Management
   b) Business Process Management
   c) Enterprise risk Management
   d) Enterprise Information System

2. Which is the correct sequence of steps for implementing a BPA?
   i) Define why we plan to implement a BPA?
   i) Engage the business process consultant.
   ii) Developing the BPA
   iii) Define the objective/Goals
   iv) Calculate ROI of Project
   v) Testing the BPA
   vi) Document the Process, we wish to automate
   vii) Understand rules/ regulation under which enterprise needs to comply with?
   a) (iii), (i), (viii), (iv), (ii), (v), (vi) , (vii)
   b) (v), (vii), (iii), (vi), (ii), (iv), (viii), (i)
   c) (viii), (iv), (ii), (v), (i), (vi), (iii), (vii)
   d) (i), (viii), (vii), (iv), (ii), (v), (iii), (vi)

3. Which is the risk that could prevent organization from operating in the most efficient & effective manner?
   a) Operational
   b) Financial
   c) Reputational
   d) Regulatory

4. Define the correct sequence of order to cash cycle.
   i) Receivables, ii) Sales & Marketing, iii) Order Fulfillment, iv) Manufacturing
   a) (iv),(i),(iii),(ii)
   b) (i),(iv),(ii),(iii)
   c) (ii),(iii),(iv),(i)
   d) (iii),(ii),(i),(iv)

5. Which is not covered under director's responsibility statement?
   a) Accounting Policies
   b) Accounting Records
   c) Internal Financial Control
   d) Rotation of Auditor

6. There are how many categories of business processes?
   a) Two
   b) Three
   c) Four
   d) Five

7. Which are not the criteria while deciding goal for implementing BPA?
   a) Specific
   b) Measurable
   c) Attainable
   d) Accurate

8. Which are not the criteria for assessing whether internal control is well designed & properly operated?
   a) Transactions are executed in accordance with management's authorization
   b) Transactions are promptly recorded in the correct amount, accounts and Period.
   c) Assets are safeguarded from unauthorized access
   d) All strategies are successfully implemented and tested

9. Which document is checked by accounts payable department before making payment under Account payable department?
   a) Purchase Order
   b) Goods Receipt Number
   c) Vendor Invoice
   d) All The Above

10. Which is not the risk response strategy for specific risks identified?
    a) Avoidance
    b) Reduction
    c) Alternative Actions
    d) Creation

11. Which is not a category of business process?
    a) Operational
    b) Supporting
    c) Automated
    d) Management

12. Which is the type of control?
    a) Manual
    b) Automated
    c) Semi-Automated
    d) All the above

13. Which of these is methodical process of defining option that are provided?
    a) Configuration Level
    b) Transections Level
    c) Master Level
    d) None of these

14. Which response exits the activities which gave rise to risk?
    a) Avoidance
    b) Reduction
    c) Alternative Actions
    d) Accept

15. Which business process deal with the core business & value chain?
    a) Operational
    b) Supporting
    c) Automated
    d) Management

16. Which of these is the degree of risk, on a broad-based level that an enterprise willing to accept in pursuit of its goals?
    a) Risk force
    b) Risk Appetite
    c) Risk Align
    d) None of these

17. Purchase, Goods Receipt, Invoice Processing & Payment are four components of _____.
    a) Purchase to pay
    b) Budgeting
    c) Order to Cash
    d) Inventory Cycle

18. Which is not the example of configuration ?
    a) Control on parameters
    b) Password Management
    c) User Activation & Deactivation
    d) Journal Entries

19. Which response take actions to reduce likelihood or impact of risk ?
    a) Avoidance
    b) Reduction
    c) Alternative Actions
    d) Accept

20. Which is the example of operational processes ?
    a) Human Resources Management
    b) Budgeting
    c) Order to Cash
    d) None of these

21. What is considered by management at first in evaluating strategic alternatives ?
    a) Risk Appetite
    b) Setting Objective
    c) Developing plan
    d) None of these

22. Which of these is the system consisting policies and procedure designed to provide management with reasonable assurance that goal & objectives of entity will be met ?
    a) Internal Control
    b) Business Planning
    c) Plan Implementation
    d) Testing of Strategy

23. Which are set up first time during installation & these are changed whenever the business process rules or parameters are changed ?
    a) Configuration Level
    b) Transections Level
    c) Master Level
    d) None of these

24. Which response decide and consider other feasible steps to minimize risks ?
    a) Avoidance
    b) Reduction
    c) Alternative Actions
    d) Accept

25. Which are back core processes & functions within an organization?
    a) Operational
    b) Supporting
    c) Automated
    d) Management

26. Which is not the benefit of enterprise risk management?
    a) Align risk appetite and strategy
    b) Seize opportunity
    c) Rationalize opportunity
    d) Reduced Turnaround times

27. Which is not the objective of internal control?
    a) Effectiveness and efficiency of operation
    b) Compliance with laws and regulatory requirements
    c) Safeguarding the assets of the company
    d) Improves working ethics of employees

28. Which is the process of obtaining & managing raw material needed for manufacturing a product or providing a service?
    a) Order to cash
    b) Purchase to pay
    c) Budgeting
    d) Staffing

29. Which response transfers or shares a portion of the risk, to finance it?
    a) Avoidance
    b) Reduction
    c) Accept
    d) Share

30. Which is not an example of supportive processes ?
    a) Accounting
    b) Order to cash
    c) Human resource management
    d) Workplace safety

31. Risks which have impact on different parts of the enterprise ?
    a) Cross-enterprise risks
    b) Separate Risk
    c) Fractional Risks
    d) Risk Combination

32. Which of these sets tone of an organization, influencing the control consciousness of its people?
    a) Control environment
    b) Risk Assessment
    c) Monitoring of control'
    d) Segregation of duties

33. Ordering, production, finish goods & delivery are phase of _____ .
    a) Procure To Pay
    b) Order To Cash
    c) Inventory cycle
    d) Human Resource

34. Which response take no action against risk due to a cost/benefit decision ?
    a) Accept
    b) Avoidance
    c) Reduction
    d) Share

35. Which of these measure, monitor and control activities related to business procedure system ?
    a) Operational
    b) Supporting
    c) Automated
    d) Management

36. Which is a foundation for how risk & control are viewed and addressed by entity's people ?
    a) Event Identification
    b) Risk Assessment
    c) Risk Appetite
    d) Internal Environment

37. Which are the actions established through policies and procedure that help to ensure that management directives to mitigate risk are carried out ?
    a) Control Activities
    b) Risk Assessment
    c) Monitoring of control'
    d) Segregation of duties

38. Which Act provides the legal infrastructure for e-commerce in India ?
    a) The Competition
    b) Foreign Trade Development
    c) Consumer Protection
    d) Information Technology

39. Which of these is an example of management process ?
    a) Accounting
    b) Order to cash
    c) Budgeting
    d) Workplace safety

40. All input Transaction data may not be accurate, complete and authorized is risk of _____.
    a) Processing'
    b) Input & Access
    c) Infrastructure
    d) Output

41. Which type of assurance is provided by internal control?
    a) Absolute
    b) Guarantee
    c) Reasonable
    d) Accurate

42. By which process an employee becomes a member of the company's workforce?
    a) Recruitment
    b) Termination
    c) Transition
    d) Orientation

43. In which cyber-crime unsuspecting victims would use infected computers to make online transactions?
    a) Credit Card Fraud
    b) Web Defacement
    c) Cyber Terrorism
    d) Cyber Pornography

44. Which is the tactic that a business uses to automate processes to operate efficiently & effectively ?

    OR

    Which is a tradition of analyzing, documenting, optimizing & then automating business processes ?
    a) Business process automation
    b) Business Resources management
    c) Business process renunciation
    d) None of these

45. All data and & programs could be lost if there is no longer backup in the event of disaster & Business could come to a standstill .
    a) Processing Risk
    b) Access Risk
    c) Output Risk
    d) Infrastructure Risk

46. Which is not considered as inherent limitation under internal control?
    a) Cost does not exceed the expected benefit to be derived.
    b) Potential for human error
    c) Collusion with employees or third party outside entity
    d) Technology Risk under the organization

47. At which stage the employee and supervisor workout long term carrier goals with company ?
    a) Career Development
    b) Termination
    c) Recruitment
    d) Orientation

48. In which cyber-crime homepage of site is replaced with a pornographic or defamatory page?
    a) Credit Card Fraud
    b) Web Defacement
    c) Cyber Terrorism
    d) Cyber Pornography

49. Which is not an objective of BPA?
    a) Confidentiality
    b) Integrity
    c) Availability
    d) Alertness

50. There are how many types of business risk ?
    a) Three
    b) Four
    c) Five
    d) Six

51. Which shows the flow of data or information from one place to another place ?
    a) Data Flow Diagrams
    b) Automated process
    c) Operational process
    d) Management process

52. Which include professional growth & training to prepare employee for more responsible position with company ?
    a) Career Development
    b) Termination
    c) Recruitment
    d) Orientation

53. In which cyber-crime involves fraudulently acquiring sensitive information through masquerading a site as trusted entity?
    a) Credit Card Fraud
    b) Web Defacement
    c) Cyber Terrorism
    d) Phishing

54. To ensure that data is only available to person who have right to see the same .
    a) Confidentiality
    b) Integrity
    c) Availability
    d) Timeliness

55. Which is not a type of business risk?
    a) Strategic
    b) Financial
    c) Reputational
    d) Implementation

56. In Data flow diagrams process are identified to whom?
    a) Corporate Department
    b) Functional Department
    c) Supportive department
    d) None of these

57. Following steps are involved in _____ .
    i) Procuring, ii) Registering, iii) Adjusting, iv) Disposing
    a) Order to cash
    b) Fixed Assets
    c) Budgeting
    d) Staffing

58. Which is the most coveted and important 'Crown Jewel' assets of company ?
    a) Fixed Assets
    b) Source Code
    c) Inventory
    d) Products

59. To ensure that no un-authorized amendments can be made in data .
    a) Confidentiality
    b) Integrity
    c) Availability
    d) Timeliness

60. Which is the type of risk that would prevent an organization from accomplishing its objectives ?
    a) Strategic
    b) Financial
    c) Reputational
    d) Regulatory

61. Following process are related to _____.
    i) Assembly & Shipping, ii) Production Control, iv) Credit & Invoicing, iv) Sales
    a) Customer order fulfilment
    b) Budgeting
    c) Inventory Cycle
    d) None of these

62. Which is the step in which fixed assets are sold when it becomes useless & obsolete ?
    a) Depreciation
    b) Disposal
    c) Registration
    d) Procurement

63. 'A' thief enters in 'B' house and steals an object kept in the house is an example of _____ .
    a) Traditional Theft
    b) Hacking
    c) Phishing
    d) None of these

64. Which is not the benefit of Automating business process ?
    a) Quality & Consistency
    b) Governance & Reliability
    c) Structured & Easy
    d) Visibility

65. Which is the type of risk that will expose the organization to fines & penalties from a regulatory agency?
    a) Strategic
    b) Financial
    c) Reputational
    d) Regulatory

66. Following process are related to _____.
    i) Sales & Marketing, ii) Order Fulfilment, iii) Manufacturing, iv) Receivables
    a) Customer order fulfilment
    b) Order to Cash
    c) Procure to pay
    d) None of these

67. Which has input in the form of transections and then output are various types of financial reports such ?
    a) General Ledger
    b) Purchase to pay
    c) Order to cash
    d) Inventory Cycle

68. Stealing valuable information without permission of owner of data through using internet is known as _____ .
    a) Hacking
    b) Coding
    c) Traditional theft
    d) Debugging

69. How many steps are defined to implement a BPA?
    a) Four
    b) Six
    c) Eight

d) Ten

70. Which is the risk that could expose the organization to negative publicity ?
    a) Strategic
    b) Financial
    c) Reputational
    d) Regulatory

71. Following process are related to _____.
    i) User Department, ii) Vendor, iii) Stores, iv) Accounts Payable
    a) Customer order fulfilment
    b) Order to Cash
    c) Procure to pay
    d) None of these

72. Which is the main principal on data protection & privacy enumerated under IT Act, 2000 ?
    a) Creating Civil & Criminal liability
    b) Declaring any computer as protected system
    c) Setting up of hierarchy of regulatory authority
    d) All the above

Answer –

1	b	13	a	25	b	37	a	49	d	61	a
2	d	14	a	26	d	38	d	50	c	62	b
3	a	15	a	27	d	39	c	51	a	63	a
4	c	16	b	28	b	40	b	52	a	64	c
5	d	17	a	29	d	41	c	53	d	65	d
6	b	18	d	30	b	42	d	54	a	66	b
7	d	19	b	31	a	43	a	55	d	67	a
8	d	20	c	32	a	44	a	56	b	68	a
9	d	21	a	33	c	45	d	57	b	69	c
10	d	22	a	34	a	46	d	58	b	70	c
11	c	23	c	35	d	47	d	59	b	71	c
12	d	24	c	36	d	48	b	60	a	72	d

CHAPTER 2 : Financial & Accounting Systems

1. Sequence of events that uses input to produce output :
   a) Production
   b) Process
   c) Transaction
   d) Grouping

2. There are two ways of using software :
   a) Installed Application & Secured Application
   b) Web Application & Segmented Application
   c) Virtual Application & Installed Application
   d) Installed Application & Web Application

3. Which is type of physical risk of an ERP :
   a) Leakage of information
   b) Incorrect input of data
   c) Unauthorized changes in data
   d) Partial loss of data

4. Which is not a feature of financial & accounting module :
   a) Creation of Organizational Structure
   b) General ledger Accounting
   c) Set Quality Targets to be met
   d) Tax Configuration

5. It is used for reporting of similar stock items :
   a) Stock Item
   b) Stock Group
   c) Price levels
   d) Re-order level

6. MIS report should not include information that is old.
   a) Accurate
   b) Relevant
   c) Timely
   d) Structured

7. A technology driven process for analyzing data and presenting action information to take informed decision'
   a) Artificial Intelligence
   b) Business Intelligence
   c) Machine Learning
   d) XBRL

8. Government uses XBRL for :
   a) Simplifying process of business reporting to government
   b) Managing Government issues relating to taxation
   c) Maintaining working environment in government organization'

d) Analyzing decision regarding government expenditure

9. Which has more feature?
   a) Accounting & Tax Compliance Software
   b) Only Tax Compliance Software
   c) Both (a) & (b)
   d) None of these

10. Data that is not expected to change again :
    a) Input Data
    b) Processing Data
    c) Master Data
    d) Hidden Data

11. Using this software in mobile application is difficult :
    a) Installed Application
    b) Web Application
    c) Segmented Application
    d) Virtual Application

12. Which is type of Electronic risk of an ERP :
    a) Total loss of data
    b) Destruction of Servers
    c) Unauthorized changes in data
    d) Partial loss of data

13. BI programs can also incorporate forms of _____ such as data mining, text mining etc.
    a) Advanced analytics
    b) Internal Analysis
    c) Base Analysis
    d) System Analysis

14. Which is not the importance of XBRL
    a) Clear Definition
    b) Testable Business rules
    c) Strong Software Support
    d) Customize software support requirement

15. MIS requires timely feature which means:
    a) Information Present on Time
    b) Information should not be too old
    c) Information should present monthly
    d) MIS should present reporting time.

16. Basic Objective of accounting software is to generate two primary accounting reports:
    a) Trading and P&L A/C
    b) Trading A/C & Trial Balance
    c) P&L A/c and Balance Sheet
    d) Trial Balance & Balance Sheet

17. In this, Data is not stored in physical server:
    a) Installed Application
    b) Web Application
    c) Segmented Application
    d) Virtual Application

18. RBAC stands for:
    a) Rule based accurate control
    b) Regular Basis authorization Control
    c) Role based access control
    d) Role based accurate control

19. Which is a feature of Controlling module:
    a) Creation of Organizational Structure
    b) Pre-sales Activities
    c) Set Quality Targets to be met
    d) Activity based Accounting

20. MIS Stands for:
    a) Management Inquiry System
    b) Management Internal Services
    c) Management Information System
    d) Meaningful information System

21. Making that information easy to follow, helps management understand what report is saying :
    a) Accurate
    b) Relevant
    c) Timely
    d) Structured

22. _____ means conforming to a rule, such as a specification, policy, standard or law.
    a) Intelligence
    b) Customization
    c) Compliance
    d) Reporting

23. Accounting master data includes :
    a) Stock item
    b) Calculation of salary
    c) Names of ledger
    d) Statute/law

24. Maintaining Data in a decentralized way :
    a) Integrated System
    b) Installed System
    c) Non-Integrated system
    d) Virtual System

25. Restricting system access to authorized users :
    a) RBAC
    b) XBRI

    c)   BI

    d)   MIS

26. _____ involves following activities :
    i)   Material Delivery, ii) Inventory Sourcing, iii) Billing, iv) Receipt from customer
    a)   Controlling Module
    b)   Production Planning Module
    c)   Sales & Distribution Module
    d)   Customer Relationship Management

27. ETL stands for :
    a)   Essential, Transfer & Language
    b)   Extract, Transform & Load
    c)   Enquiry, Total & Limitation
    d)   Emergency, Transform & Language

28. Compliance and regulatory requirements can be classified into :
    a)   Two types
    b)   Three types
    c)   Four types
    d)   None of these

29. Grouping of ledger is for :
    a)   Determining Nature of A/c
    b)   Generating report
    c)   Posting of event
    d)   Analysing financial position

30. Where all departments are working independently & using own set of data :
    a)   Non-Integrated System
    b)   Virtual System
    c)   Integrated system
    d)   Installed System

31. This is perhaps the only module, which exchange very few information with other modules.
    a)   Controlling Moduling
    b)   Material Management Module'
    c)   Project System Module
    d)   Human Resource Management

32. Which is not an Importance of XBRL?
    a)   High quality business reporting'
    b)   Reduce risk for lenders
    c)   Better Internal Decision Making
    d)   Automate many manual processes

33. Part of software which interacts with user :
    a)   Front End
    b)   Back End
    c)   Both

d) None of these

34. Which are two limitations of Non-integrated system :
    a) Communication gaps & Slow Network
    b) Communication Gaps & Mismatched Data
    c) Insufficient bandwidth & Mismatched data
    d) Less accuracy & Slow Processing

35. Different types of procurement processes are managed with this system :
    a) Sales & Distribution Module
    b) Material Management Module
    c) Plant Maintenance Module
    d) Supply Chain Module

36. Who is concerned to solve customer's issue about answer of their question?
    a) Middle Level
    b) Lower Level
    c) Upper Level
    d) None of this

37. Which is not a type of Data Analytics.
    a) Transferable
    b) Quantitative
    c) Qualitative
    d) None of these.

38. _____ is a freely available & global standard exchanging business information.
    a) MIS
    b) BI
    c) XBRL
    d) ERP

39. Compliance and regulatory requirements applicable to all irrespective of anything.
    a) General
    b) Particular
    c) Specific
    d) Legal

40. Basic Objective of Accounting system :
    a) Transactions
    b) Processing
    c) Reports
    d) All the above.

41. Part of software which process data and generate report :
    a) Front End
    b) Back End
    c) Internal system
    d) None of these

42. ERP stands for :
   a) Enterprise Resource Particulars
   b) Employees Regular Performance
   c) Essential Reporting Plan
   d) Enterprise Resource Planning

43. _____ is a prescribed sequence of work steps performed to produce a desired result for organization.
   a) Business Evaluation
   b) Business process
   c) Business Reporting
   d) Business Environment

44. _____ involves following activities :
   i) Evaluation of Requisition, ii) Asking for Quotation, iii) Purchase Order,
   iv) Payment to vendor
   a) Material Management Module
   b) Production Planning Module
   c) Sales & Distribution Module
   d) Customer Relationship Management

45. Which is a type of Data Analytics.
   a) Transferable
   b) Qualitative
   c) Reliable
   d) None of this

46. XBRL is used around the world, in more than _____ Countries.
   a) 25
   b) 150
   c) 50
   d) 200

47. It can speak both languages, User's language and technical language :
   a) Front End
   b) Back End
   c) Internal system
   d) None of these

48. Overall business management system that caters need of all people connected with organization :
   a) MIS
   b) XBRL
   c) BI
   d) ERP

49. Define correct sequence of Business Process Flow :
   i) Journal, ii) Trial Balance, iii) Ledger, iv) Financial Statement, v) Source Document
   a) (i),(ii),(iii),(iv),(v)

b) (iii),(iv),(ii),(v),(i)

c) (v),(i),(iii),(ii),(iv)

d) (iv),(ii),(iii),(v),(i)

50. This approach of data analytics is more interpretive and it focuses on understanding content of Non-numerical data.
   a) Supportive Data Analytics
   b) Qualitative Data Analytics
   c) Translative Data Analytics
   d) Supportive Data Analytics

51. Which is not the benefit of XBRL ?
   a) Confidence that information contained can be consumed & analyzed accurately.
   b) Data provided conforms to a set of sophisticated pre-defined definition
   c) Build strong access and segregation of duties controls.
   d) Using different languages, alternative currencies & preferable style

52. Which is not an approach for making compliance requiring accounting.
   i) Using same software for Accounting & Tax, ii) Using Same Software For Accounting & Audit
   iii) Using Different Software for Accounting & Tax, iv) Using Different software for Accounting & Audit
   a) (i) & (ii)
   b) (iii) & (iv)
   c) (i) & (iii)
   d) (ii) & (iv)

53. Contra voucher is used for :
   a) For Recording Receipts
   b) For recording depreciation
   c) Cash deposit in bank
   d) For making changes

54. It is for storing and handling Data :
   a) Front End
   b) Back End
   c) Internal system
   d) None of these.

55. There are _____ different nature and types of businesses that are operated with purpose of earning profit.
   a) Two
   b) Three
   c) Four
   d) Five

56. How many criteria are required in MIS reporting to make information useful :
   a) Three

b) Two
c) Five
d) Four

57. Arrange the correct sequence of data analytics :
i) Information, ii) Intelligence Decision, iii) Knowledge, iv) Data, v) Intelligence and vision
a) (i),(ii),(iii),(iv),(v)
b) (iii),(iv),(ii),(v),(i)
c) (v),(i),(iii),(ii),(iv)
d) (iv),(i),(v),(iii),(ii)

58. _____ is the process by which any financial data is marked with most appropriate element in an accounting taxonomy.
a) Business Intelligence
b) Module Integration
c) XBRL tagging
d) Data analytics

59. All tax compliance today is through :
a) Physically
b) Orally
c) Electronically
d) None of these

60. Which is not the specialty of Voucher number?
a) Unique
b) Chronological
c) Serially Numbered
d) Arial Font

61. XBRL stands for:
a) eXtensible Basic Reporting Language
b) eXtensible Binding Ruling Language
c) eXtensible Business Reporting Language
d) eXtensible Business Reporting Layout

62. Which is not a feature of ideal ERP :
a) Manufacturing
b) Controlling
c) Projects
d) Human Resources

63. Which is nature & types of businesses that are operated with purpose of earning profit :
a) Trading
b) Manufacturing
c) Service
d) All the above.

64. Which is correct :
    a) Master data across all module must be shared with other module.
    b) Common Transaction data is required to be shared with other module.
    c) Both (i) & (ii)
    d) Neither (i) nor (ii)

65. Which is not a criteria of MIS Report
    a) Relevant
    b) Structured
    c) Measurable
    d) Accurate

66. Data analytics process starts with _____
    a) Deletion of old Data
    b) Data Collection
    c) Data Separation
    d) Data Analysis

67. Which is easy to operate ?
    a) Accounting & Tax Compliance Software
    b) Only Tax Compliance Software
    c) Accounting & Audit Compliance Software
    d) None Of these

68. Which is not a type of access :
    a) Create
    b) Alter
    c) Delete
    d) Print

69. Which type of Risk does ERP involves :
    a) Physical & Electronic Safety of data
    b) Electronic & Regular safety of data
    c) Physical & Advance safety Of data
    d) Advance & External safety of data

70. Module which connects all modules to each other :
    a) Controlling Module
    b) Production Planning Module
    c) Financial accounting Module
    d) Customer Relationship Management

71. It is level of stock set for placing an order for purchase :
    a) Maximum level
    b) Minimum level
    c) Re-order level
    d) Danger level

72. BI Stands for :

a) Basic Intelligence
b) Business Information
c) Basic Inquiry
d) Business Intelligence

73. Who is not user of XBRL ?
a) Government
b) Accountants
c) Data Providers
d) Strategists

74. Which has less accuracy ?
a) Accounting & Tax Compliance Software
b) Only Tax Compliance Software
c) Both (a) & (b)
d) None of these

75. Journal voucher is used for :
a) For Recording Payments
b) For recording Depreciation
c) Cash deposit in bank
d) For making changes

Answer –

1	b	14	d	27	b	40	d	53	c	66	b
2	d	15	b	28	a	41	b	54	b	67	b
3	d	16	c	29	a	42	d	55	b	68	c
4	c	17	b	30	a	43	b	56	d	69	a
5	b	18	c	31	d	44	a	57	d	70	c
6	c	19	d	32	d	45	b	58	c	71	c
7	b	20	c	33	a	46	c	59	c	72	d
8	a	21	d	34	b	47	a	60	d	73	d
9	b	22	c	35	b	48	d	61	c	74	b
10	c	23	c	36	c	49	c	62	b	75	b
11	a	24	c	37	a	50	b	63	d		
12	c	25	a	38	c	51	c	64	c		
13	a	26	c	39	a	52	c	65	c		

CHAPTER 3 : Information System & It's Components

1. Taking Data as input, Processing it & creating information as an output is known as :
   a) Network
   b) Software
   c) System
   d) Hardware

2. Which is the high speed memory units CPU for storing small amount of data ?
   a) Control Unit
   b) Arithmetic & logical unit
   c) Registers
   d) Local Area Network

3. Which of these is the electronic filling cabinet i.e. a collection of computerized data files ?
   a) Database Management System
   b) Quality Assurance Management Conrols
   c) Security Management Controls
   d) Operations Management Controls

4. Which is the advantage of DBMS ?
   a) Permitting data sharing
   b) Integrity can be maintained
   c) Program & file Consistency
   d) All the above

5. Which of these refers to the amount of data which can be sent across a network in given time?
   a) Routing
   b) Bandwidth
   c) Resilience
   d) Contention

6. Which of these is a raw fact & can take the form of number or statement such as a date or a measurement?
   a) Data
   b) System
   c) Hardware
   d) Network

7. Which function of the processing device performs operations as addition, subtraction, multiplication & logical comparison of numbers?
   a) Control Unit
   b) Arithmetic & logical unit
   c) Registers
   d) Local Area Network

8. Which is the imaginary memory supported by some operating system in conjunction with the hardware ?

a) Primary Memory
b) Secondary Memory
c) Virtual Memory
d) Internal Memory

9. Which is not the benefit of the application software ?
a) Addressing User's need
b) Less threats from virus
c) Regular updates
d) All the above

10. Which database model allows the definition of the data & their structures, storage and retrieval operations & integrity constrains that can be organized in a table structure ?
a) Hierarchical Database Model
b) Network Database Model
c) Relational Database model
d) Object Oriented Database Model

11. Which is the process of deciding on how to communicate the data from source to destination in a network ?
a) Routing
b) Bandwidth
c) Resilience
d) Contention

12. Which is a multiport repeater which that connects multiple wires coming from different branches?
a) Packet
b) Switch
c) Hub
d) Router

13. In which type of transmission mode data flows in only one direction ?
a) Simplex
b) Half Duplex
c) Duplex
d) None of these

14. Which is not the characteristics of corrective controls ?
a) Minimizing the impact of threat
b) Identifying cause of problem
c) Minimizing future occurrences of incidents
d) Surprise checks by supervisor

15. Fencing at boundary of the facility may also enhance the security mechanism, this is known as_____.
a) Alarm System
b) Perimeter Fencing
c) Security Guards

d) Videos Cameras

16. Who is the logical access violators ?
    a) Hackers
    b) Employees
    c) IS Personnel
    d) All the above

17. Which error occur when an extra digit or character is added t0 code ?

    OR

    83276 is recorded as 832766. which type of error is it?
    a) Addition Error
    b) Truncation Errors
    c) Substitution Error
    d) None of these

18. Which is to verify fields appearing in different files to see that the result tally ?
    a) Limit Checks
    b) Parity Check
    c) Picture Checks
    d) Cross Check

19. Which perform validation checks to identify errors during processing of data ?
    a) Real Memory Control
    b) Virtual Memory Control
    c) Data Processing Control
    d) None of these

20. Trancing a transaction is a computerized system can be performed with help of _____ .
    a) Audit Hooks
    b) Integrated Test Fascility
    c) Snapshots
    d) None of these

21. Which of these usually encodes the manufacturer's registered identification number ?
    a) Network Topology
    b) Router
    c) Switch
    d) MAC Address

22. In which type of transmission mode data flows in one direction or the other, but not both at the same time ?
    a) Simplex
    b) Half Duplex
    c) Duplex
    d) None of these

23. Fire damage, Power Spikes, Water damage are the example of _____ .
    a) Environmental Control
    b) Physical Access Control

c) Logical Access Control
d) None Of these

24. Change of data before or after they entered the system, This technical exposure is known as _____ .
    a) Data Diddling
    b) Data Bomb
    c) Christmas card
    d) Rounding Down

25. Which is not he example of logical access control?
    a) User Registration
    b) Privilege Management
    c) User Password Management
    d) Segregation of networks

26. What is the full form of B.C.P. ?
    a) Business Continuity Planning
    b) Basic Control Programs
    c) Bind Commercial provision
    d) Better Combination plan

27. Which error occur when a digit or character is removed from the end of as code ?
                                    OR
    83276 is recorded as 8327. which type of error is it ?
    a) Addition Error
    b) Truncation Errors
    c) Substitution Error
    d) None of these

28. Which is to ensure that physical records follow a required order matching with logical records ?
    a) Limit Checks
    b) Valid Code Checks
    c) Sequence Checks
    d) Arithmetic Checks

29. Which data processing control helps in verifying checks to identify errors during processing of data ?
    a) Run-to-Run totals
    b) Edit Checks
    c) Exception Reports
    d) Field Initialization

30. Which involves embedding audit software within a host application system to provide continuous monitoring of the system's transactions?
    a) System control audit Review File
    b) Integrated test facility
    c) Continuous & intermittent simulation

d) Audit Hooks

31. Which Accounts are user accounts that exist but they are unused ?
    a) Shared Accounts
    b) System Accounts
    c) Dormant Accounts
    d) User Accounts

32. Which maintains the chronology of events that occur when a user attempts to gain access to and employ systems resources?
    a) Boundary Controlss
    b) Input Controls
    c) Communication Controls
    d) Processing Controls

33. Which is the important characteristic of information system ?
    a) Pre-determined objective
    b) Interrelated subsystems
    c) Interdependent subsystem
    d) All the above

34. Which memory is used to bridge speed difference between register & primary memory ?
    a) Processor Register
    b) Cache Memory
    c) RAM
    d) ROM

35. Which type of output is used for individual who are blind as raised lines drawing ?
    a) Textual Output
    b) Audio Output
    c) Tactile Output
    d) Video Output

36. DBMS can perform the operation of _____ .
    a) Retrieving
    b) Deleting
    c) Modifying
    d) All The Above

37. Which approach starts by creating small data warehouse, called data marts, to solve specific business problems ?
    a) Bottom Up
    b) Top Down
    c) Big Data
    d) None of these

38. Which of these refers to the ability of a network to recover from any kind of error like connection error, loss of data etc.?
    a) Resilience
    b) Bandwidth

c) Contention

d) None of these

39. Which is a network device that connects multiple devices together & filters packets based on their destination within the connected device ?

a) Network Topology

b) Router

c) Switch

d) MAC Address

40. In which type of transmission mode data flows in both the directions simultaneously ?

a) Simplex

b) Half Duplex

c) Duplex

d) None of these

41. Which of these is caused due to a very short pulse of energy in a power line ?

a) Fire Damages

b) Power Spikes

c) Pollution Damages

d) Water Damages

42. Which is a piece of bad code deliberately planted by an insider or supplier of a program ?

a) Bomb

b) Worm

c) Trap Doors

d) Christmas cards

43. Which is not the example of Network access control?

a) Segregation of network

b) Firewall

c) Encryption

d) User Registration

44. Which is not the function of operation management controls

a) Computer Operation

b) Network Operation

c) Production Control

d) Access Token

45. Which error occur when one digit in a code is replaced with another?

OR

83276 is recorded as 83266. which type of error is it ?

a) Addition Error

b) Truncation Errors

c) Substitution Error

d) None of these

46. In which data processing control two or more fields can be compared and cross verified to ensure their correctness?
    a) Run-to-Run totals
    b) Edit Checks
    c) Exception Reports
    d) Reasonableness Verification

47. Where are audit routines that flag suspicious transection .
    a) Snapshots
    b) Audit Hooks
    c) ITF
    d) SCARF

48. Which are user accounts used by more than one person?
    a) Shared Accounts
    b) System Accounts
    c) Dormant Accounts
    d) User Accounts

49. Which maintains the chronology of events from time a sender dispatches a massage to the time a receiver obtains the message?
    a) Boundary Controls
    b) Input Controls
    c) Communication Controls
    d) Processing Controls

50. Which is not the component of the information system ?
    a) Hardware
    b) Software
    c) Communication
    d) Process

51. How many types does primary memory have?
    a) Two
    b) Three
    c) Four
    d) Five

52. Which is the a set of instruction that tell hardware what to do ?
    a) Software
    b) Database
    c) Memory
    d) Architecture

53. Which of these is collection of bits ?
    a) Characters
    b) Field
    c) Record
    d) File

54. Which approach suggests that we should start by creating an enterprise-wide data warehouse ?
    a) Bottom Up
    b) Top Down
    c) Big Data
    d) None of these

55. Which is these refers to the situation that arises when there is a conflict for some common resource in a network ?
    a) Routing
    b) Bandwidth
    c) Resilience
    d) Contention

56. Which is a set of rules that allow two or more devices to exchange information back and forth across the network ?
    a) Transmission Mode
    b) Protocol
    c) IP Address
    d) Domain Name

57. Which has four digit number and the door will unlock for a predetermined period, usually ten to thirty seconds?
    a) Cipher Locks
    b) Bolting Door Locks
    c) Electronic Door Locks
    d) Plastic Cards

58. Well known example of trojan due to which users can not save their half-finished work .
    a) Bomb
    b) Worm
    c) Trap Doors
    d) Christmas cards

59. Which is a system that enforces access control between two network?
    a) Firewall
    b) Encryption
    c) Callback Devices
    d) Routing Control

60. Which is not the purposes of boundary control?
    a) Identification
    b) Authentication
    c) Authorization
    d) Piggy Banking

61. Which errors occur when two adjacent digits are reversed?

    OR

    12345 is recorded as 21345. which type of error is it?

a) Single Transposition errors
b) Multiple transposition errors
c) Truncation Errors occur
d) None of these

62. Which is used to mitigate exposure associated with dial-up access to a computer system ?
a) Port protection Device
b) Sequence Check
c) Transmission Media
d) Communication Lines

63. Which data processing control are generated to identify errors in the processed data?
a) Run-to-Run totals
b) Edit Checks
c) Exception Reports
d) Field Initialization

64. Which are trails that can be designed to record activity at the system, application, & user level?
a) Audit Trails
b) Audit Hooks
c) Snapshots
d) Polling

65. Which audit trail maintains the chronology of events that occur either to the database definition or the database itself?
a) Processing Controls
b) Output Controls
c) Communication Controls
d) Database Controls

66. Which is a tangible portion of computer & something we can touch and see ?
a) Hardware
b) Software
c) Communication
d) Storage

67. What is the full form of RAM?
a) Random Access Memory
b) Read Access Memory
c) Read Advance Memory
d) Random advance memory

68. Which is a set of computer programs that manages computer hardware resources & acts as an interface with computer applications programs?
a) Operating System
b) Maintenance System
c) Supporting System
d) Installation System

69. Which of these is collection of Characters?
    a) Characters
    b) Field
    c) Record
    d) File

70. Which is a process of analyzing data to find previously unknown trends, patterns & associations to make decisions?
    a) Data Appetite
    b) Data Management
    c) Data Orientation
    d) Data Mining

71. Which is the benefit of a computer network?
    a) Computational Power
    b) Reliability
    c) User Communication
    d) All The Above

72. Which type of network topology involves a central unit with number of terminals tied into it ?
    a) Star
    b) Bus
    c) Ring
    d) Mesh

73. Which is a human-friendly name for a device on the internet ?
    a) Domain Name
    b) Website Name
    c) IP Address
    d) MAC Address

74. In which locks a special metal key is used to gain entry & to avoid illegal entry, the keys should not be duplicated?
    a) Cipher Locks
    b) Bolting Door Locks
    c) Electronic Door Locks
    d) Plastic Cards

75. Which copies itself several places in a computer network ?
    a) Worm
    b) Data Bomb
    c) Christmas Cards
    d) Trap Doors

76. _____ deals with programs for transforming data into cipher text that are meaningless to anyone ?
    a) Cryptography
    b) Passwords
    c) Biometric Devices
    d) Identification Cards

77. _____ is needed because nodes in network can differ in terms of the rate at which they can send, received and process data.
    a) Flow Control
    b) Link Control
    c) Topological Control
    d) None of these

78. Which is not the update control?
    a) Sequence check between transection and master file
    b) Ensure all records on files are processed
    c) Maintain a suspense account
    d) Standing Data

79. Which is the objective of audit trails?
    a) Detecting Unauthorized Access
    b) Reconstructing Events
    c) Personal Accountability
    d) All The Above

80. Which ensures that single individuals do not process excess privileges ?
    a) Processing Control
    b) Output Control
    c) Communication Control
    d) Segregation Of Duties Control

81. Which is an example of Input?
    a) Printer
    b) Speaker
    c) Monitor
    d) Web Cam

82. What is the full form of R.O.M. ?
    a) Read Only Memory
    b) Random Order Memory
    c) Register Operating Memory
    d) Real Oracle Memory

83. Which operating system helps in allocating resources to make optimum utilization of resources?
    a) Memory Management
    b) Networking Capability
    c) Task Management
    d) File Management

84. Which of these is collection of Fields?
    a) Characters
    b) Field
    c) Record
    d) File

85. Define correct sequence of Business Process Flow :
    i) Interpretation/Evaluation, ii) Data Transformation, iii) Selection, iv) Data Mining
    a) (i),(iv),(iii),(ii),
    b) (iii),(ii),(iv),(i)
    c) (ii),(iii),(i),(iv)
    d) (iv),(i),(iii),(i)

86. Which is a fundamental unit of data transmitted over the internet ?
    a) Packet
    b) Repeater
    c) Hub
    d) Router

87. Which technology takes an internet signal and convert it into radio waves ?
    a) Wi-Fi
    b) Bridge
    c) Hub
    d) Packet

88. In which door lock a magnetic or embedded chip-based plastic card key or token may be entered a reader to gain access in these system?
    a) Cipher Locks
    b) Bolting Door Locks
    c) Electronic Door Locks
    d) Plastic Cards

89. Which of these allows insertion of specific logic, such as program interrupts that permits a review of data ?
    a) Trap Doors
    b) Data Bomb
    c) Christmas Card
    d) Worm

90. User Identification by an authentication mechanism with personal characteristic like name, birth date etc. Known as _____
    a) Cryptography
    b) Passwords
    c) Biometric Devices
    d) Identification Cards

91. Which techniques establish an order in which a node can gain access to a channel ?
    a) Polling
    b) Cross Check
    c) Parity Control
    d) Modem

92. Which is not the Report Control?
    a) Standing Data
    b) Output Control
    c) Print Suspense account control

d) Ensure all records on files are processed

93. Which is the activity considered under audit environmental control ?
    a) Power Conditioning
    b) Backup Power
    c) Cleanliness
    d) All The Above

94. Google & yahoo are the example of _____ which should consultant to se what information about organization is available?
    a) Search Engine
    b) Social Networking Sites
    c) Justification on online presence
    d) Online Sale Sites

95. Which is not the functional unit of processing device ?
    a) Control Unit
    b) Arithmetic & logical unit
    c) Registers
    d) Local Area Network

96. Which type of primary memory is volatile in nature ?
    a) RAM
    b) ROM
    c) Register
    d) Cache

97. MS Office 2010 has MS World, MS Excel, MS Access etc. this is example of _____ .
    a) Content Access Software
    b) Media Development
    c) Application Suit
    d) Information Worker Software

98. Which of these is collection of Records?
    a) Characters
    b) Field
    c) Record
    d) File

99. Which is collection of computers & other hardware interconnected by communication channels that allows sharing of resources & information ?
    a) Computer Network
    b) Computer Hardware
    c) Computer Software
    d) Computer Database

100. Which generates the signal over the same network before the signal becomes too weak ?
    a) Packet
    b) Repeater
    c) Hub

d) Router

101. In which each node is connected by a dedicated point to point link to every node ?
    a) Star
    b) Bus
    c) Ring
    d) Mesh

102. Anti-virus software & Firewalls are the example of _____ .
    a) Preventive Control
    b) Detective control
    c) Corrective Control
    d) None Of these

103. Which control has a pair of doors that are typically found in entries to facilities such as computer rooms and document stations .
    a) Controlled visitor access
    b) Computer Terminal Locks
    c) Bonded Personnel
    d) Dead man door

104. Which Involves forging one's source address in which user think that s/he is interacting with the operating system?
    a) Bomb
    b) Worm
    c) Christmas Card
    d) Spoofing

105. Motivating, guiding & communicating with personal is known as _____?
    a) Lending
    b) Organizing
    c) Planning
    d) Controlling

106. Which is not the example of biometric Devices :
    a) Password
    b) Thumb Print
    c) Finger Impression
    d) Eye Ratina

107. Which of these checks against entry into processing of incorrect/invalid character ?
    a) Limit Checks
    b) Picture Checks
    c) Valid Coad Checks
    d) Arithmetic Checks

108. By which method nodes in a network must compete with each other to gain access to a channel?
    a) Sequence Check
    b) Cross Check

c) Parity Control

d) Contention

109. Which is an acronym for 'Simultaneous peripherals Operations Online'?
    a) Spool
    b) Modem
    c) Logging
    d) Topology

110. Which is not the role of IS auditor in auditing physical access control?
    a) Risk Management
    b) Process Management
    c) Controls Assessment
    d) Review of document

111. Facebook, LinkedIn, My space, and twitter are the example of _____ .
    a) Search Engine
    b) Social Networking Sites
    c) Justification on online presence
    d) Online Sale Sites

112. Which function of the processing device performs operations as addition, subtraction, multiplication & logical comparison of numbers?
    a) Control Unit
    b) Arithmetic & logical unit
    c) Registers
    d) Local Area Network

113. In which type of Primary memory information can be read only and not be modified?
    a) RAM
    b) ROM
    c) Register
    d) Cache

114. Which is not the benefit of the application software?
    a) Addressing User's need
    b) Less threats from virus
    c) Regular updates
    d) All the above

115. Which database model allows the definition of the data & their structures, storage and retrieval operations & integrity constrains that can be organized in a table structure?
    a) Hierarchical Database Model
    b) Network Database Model
    c) Relational Database model
    d) Object Oriented Database Model

116. Which is not the characteristics of corrective controls ?
    a) Minimizing the impact of threat
    b) Identifying cause of problem

c) Minimizing future occurrences of incidents
d) Surprise checks by supervisor

117. Fencing at boundary of the facility may also enhance the security mechanism, this is known as_____.
    a) Alarm System
    b) Perimeter Fencing
    c) Security Guards
    d) Videos Cameras

118. Who is the logical access violators?
    a) Hackers
    b) Employees
    c) IS Personnel
    d) All the above

119. Which is the control activity involved in maintaining the integrity of the database?
    a) Definition Controls
    b) Update Controls
    c) Access Controls
    d) Program Control

120. Which error occur when an extra digit or character is added to code?
                          OR
    83276 is recorded as 832766. which type of error is it?
    a) Addition Error
    b) Truncation Errors
    c) Substitution Error
    d) None of these

121. Which is to verify fields appearing in different files to see that the result tally ?
    a) Limit Checks
    b) Parity Check
    c) Picture Checks
    d) Cross Check

122. Which perform validation checks to identify errors during processing of data ?
    a) Real Memory Control
    b) Virtual Memory Control
    c) Data Processing Control
    d) None of these

123. Trancing a transaction is a computerized system can be performed with help of _____ .
    a) Audit Hooks
    b) Integrated Test Fascility
    c) Snapshots
    d) None of these

124. Which is the only barrier between unauthorized parties and sensitive information ?
    a) Auditing password management

b) Auditing employee termination
c) Network access controls
d) User access control

125. Auditors examine variables that often indicate when motivation problems exist or suggest poor leadership known as ___ .
   a) Lending
   b) Planning
   c) Controlling
   d) Organizing

Answer –

1	c	22	b	43	d	64	a	85	b	106	d
2	c	23	a	44	d	65	d	86	a	107	b
3	a	24	a	45	c	66	a	87	a	108	d
4	d	25	d	46	d	67	a	88	c	109	a
5	b	26	a	47	b	68	a	89	a	110	b
6	a	27	b	48	a	69	b	90	b	111	b
7	b	28	c	49	c	70	d	91	a	112	b
8	c	29	a	50	d	71	d	92	d	113	b
9	d	30	a	51	a	72	a	93	d	114	d
10	c	31	c	52	a	73	a	94	a	115	c
11	a	32	a	53	a	74	b	95	d	116	d
12	c	33	d	54	b	75	a	96	a	117	b
13	a	34	b	55	d	76	a	97	c	118	d
14	d	35	c	56	b	77	a	98	d	119	d
15	b	36	d	57	a	78	d	99	a	120	a
16	d	37	a	58	d	79	d	100	b	121	d
17	a	38	c	59	a	80	d	101	d	122	c
18	d	39	c	60	d	81	d	102	a	123	c
19	c	40	c	61	a	82	a	103	d	124	d
20	c	41	b	62	a	83	c	104	d	125	a
21	d	42	a	63	c	84	c	105	a		

CHAPTER 4 : E-commerce, M-commerce & Emerging Technologies

1. Sale/Purchase of goods/Services through electronic mode is _____.
   a) Traditional Commerce
   b) E-Commerce
   c) Web Commerce
   d) Modern Trade

2. _____ is supplementary & complementary to whole warehouse Transaction.
   a) Production
   b) Selling
   c) Payment
   d) Shipping

3. _____ Architecture is a software design pattern & well stablished software architecture.
   a) One Tier
   b) Two Tier
   c) Three Tier
   d) None of these

4. Which is not an objective of controls in e-commerce Transaction ?
   a) Ensure data integrity
   b) System Efficiency & Effectiveness
   c) Safeguard assets from un-authorized access
   d) Support for multiple implementation

5. *99# is code used for :
   a) AEPS
   b) USSD
   c) IMPS
   d) BHIM

6. Which of these is a software solution which fulfills the need of supercomputer in an organization ?
   a) Grid Computing
   b) Cloud Computing
   c) Virtualization
   d) Green Computing

7. Which instance of Saas allows user to explore functionality of web services such as Google map, Payroll Processing, & credit card processing etc.
   a) API as a service
   b) Communication as a service
   c) Desktop as a service
   d) Email as a Service

8. Which is not a benefit of cloud computing?
   a) Lower IT Budget

b) IT Reduces Support Requirement
c) Dynamic Load Balances
d) Increased Employee Efficiency

9. Which is not a mode of E-commerce ?
a) Computer
b) Desktop
c) Mobile Application
d) I-Pod

10. _____ Programs stablish a long term relationship with customer.
a) Social
b) Conventional
c) Loyalty
d) Traditional

11. Application Tier is not known as
a) Logic Tier
b) Business tier
c) Middle Tier
d) Processing Tier

12. Which is not consider as a guideline for E- Commerce.
a) Delivery
b) Return
c) Replace
d) Shipping

13. It Can be used from any normal feature phone
a) USSD
b) AEPS
c) IMPS
d) BHIM

14. Codes can not use a large amount of encryption at a time, is known as :
a) Parallel CPU Capacity
b) Resource Balancing
c) Exportability
d) Interoperability

15. BYOD threats does not involve _____ :
a) Network Risk
b) Device Risk
c) Implementation Risk
d) Financial Risk

16. Hardware virtualization is also known as ;
a) Platform Virtualization
b) System Virtualization
c) Performance Virtualization

d) Structure Virtualization

17. WWW stands for :
    a) World Web Wide
    b) Web Wide World
    c) World Wide Web
    d) Wide Web Word

18. Which is the advantage of Three Tier
    a) Present Data From Application Logic
    b) More users can interact with system
    c) Virtual resources for better collaboration
    d) Data is Consumed & Analyzed Accurately

19. Return Policy does not includes :
    a) Which goods to be accepted in return?
    b) No. of days within which good are to be returned?
    c) Process of verifying the authenticity of product.
    d) Where return of goods are to be made.

20. Allowing buyer to purchase on credit, in which buyers cash flow is not immediately impacted.
    a) Credit Card
    b) Debit Card
    c) E-Wallet
    d) Net Banking

21. Which feature of cloud computing can completely isolate failure of server & storage resource from cloud users ?
    a) Multi tenancy
    b) Resiliency
    c) Elasticity & Scalability
    d) Workload Management

22. Which risk of BYOD involves 'Lack of Device visibility' ?
    a) Network Risk
    b) Device Risk
    c) Implementation Risk
    d) Application Risk

23. E-Commerce is a process of doing business _____.
    a) Physically
    b) Traditionally
    c) Electronically
    d) None of these

24. All E-commerce application follow _____ architecture.
    a) One Tier
    b) Two Tier
    c) Three Tier
    d) None of these

25. Which is Special law governing E-Commerce.
    a) Information Technology Act
    b) Foreign Exchange Management Act
    c) Foreign Trade Development & Regulation Act
    d) Consumer Protection Act

26. Which is not a benefit of cloud computing ?
    a) Streamline business processes
    b) Pervasive accessibility
    c) Economic of scale
    d) Program debugging

27. Which of these is an is an ability given to end users to access authentication infrastructure that is built, hosted, managed & provided by third party service provider ?
    a) Desktop as a Service
    b) Testing as a Service
    c) Platform as a Service
    d) Identity as a Service

28. Web 3.0 is also known as _____ :
    a) Semantic Web
    b) Systematic Web
    c) Supportive Web
    d) Segmented Web

29. Which risk of BYOD involves 'Weak BYOD Policy' ?
    a) Network Risk
    b) Device Risk
    c) Implementation Risk
    d) Application Risk

30. USP stands for :
    a) Utilized Supply Planning
    b) Unified Source Programing
    c) Unstructured Supply Portfolio
    d) Unique Selling Preposition

31. Correct Sequence of new business model enabled by technology
    i) Customer Order, ii) Order Completed, iii) Shopping Cart, iv) Sent to warehouse,
    v) Credit Card is charged, vi) Shipping Carrier
    a) (iii), (i), (iv), (ii), (v), (vi)
    b) (v), (iii), (vi), (ii), (iv), (i)
    c) (iv), (ii), (v), (i), (vi), (iii)
    d) (i), (iii), (v), (ii), (iv), (vi)

32. SSL stands For :
    a) Security Service Layout
    b) Secret Supply Layover
    c) Secure Socket Layer
    d) Security Socket Layover

33. Buying & Selling of goods and services through wireless handheld devices.
    a) Traditional Commerce
    b) M-Commerce
    c) Web Commerce
    d) E-Commerce

34. Foreign Trade Development & Regulation Act _____ ?
    a) 1985,
    b) 1992
    c) 1999
    d) 2005

35. Government has announced many _____ to encourage Digital Payments
    a) Standards
    b) Discounts
    c) Coupons
    d) Guidelines

36. Getting more work done in less time with less resources are possible. This benefit of cloud computing is known as :
    a) Streamline business processes
    b) Pervasive accessibility
    c) Economic of scale
    d) Globalize the workforce

37. How many component does mobile computing have ?
    a) Two
    b) Three
    c) Four
    d) Five

38. Traditional Commerce are _____.
    a) Electronic
    b) Manual & Non-Electronic
    c) Non-Electronic
    d) Manual & Electronic

39. _____ are just smaller versions of personal computer.
    a) Web Caster
    b) Air 33
    c) Typewriters
    d) Mobile Device

40. Which is not a disadvantage of three tier
    a) Increased need for traffic need.
    b) Maintenance tools are currently inadequate.
    c) Current tools are Immature & Complex.
    d) Security lines become blurred.

41. The Competition Act _____ ?
    a) 2002,
    b) 1988
    c) 1995
    d) 2007

42. User get _____ Discount on fuels with digital payment.
    a) 0.25 %
    b) 0.50 %
    c) 0.75 %
    d) 1 %

43. Ability of two or more applications that are required to support a business need to work together by sharing Data and other business related resources is known as :
    a) Exportability
    b) Inter-operability
    c) Flexibility
    d) Anonymity

44. Which is not the component of mobile computing ?
    a) Communication
    b) Software
    c) Hardware
    d) Database

45. Which technology allows use of read/write web, biogs & interactive web application etc. ?
    a) Mobile Computing
    b) Grid Computing
    c) Cloud Computing
    d) Web 2.0

46. _____ have one-to-one marketing.
    a) Retail Trade
    b) Classical Trade
    c) E-Commerce
    d) None of these

47. _____ is an electronic communication of data.
    a) Data Networking
    b) Data Interchange
    c) Data Warehouse
    d) Digital Marketing

48. _____ Is a term to define style of design and method of construction.
    a) Sculpture
    b) Architecture
    c) Figuring
    d) Building

49. Consumer Protection Act _____ ?
    a) 2001
    b) 1982
    c) 1986
    d) 2005

50. User get _____ Discount on insurance premiums of govt. insurers with digital payments.
    a) 5 %
    b) 10 %
    c) 15 %
    d) 20%

51. How many types of cloud computing are there ?
    a) Two Types
    b) Three Types
    c) Four Types
    d) Five Types

52. Which is benefit of mobile computing ?
    a) Update workload status
    b) Monitor project in most effective way
    c) Minimize workload of management
    d) Provide better guidance for project

53. Web 3.0 also standards also incorporates the latest researches in field of _____ .
    a) Data Analytics
    b) Business Analysis
    c) Portfolio Analysis
    d) Artificial Intelligence

54. Which is not a benefit of E-Business.
    a) Convenience
    b) Coupon and Deals
    c) Written Record
    d) Various Option

55. _____ is a critical enabler for E-commerce.
    a) Internet
    b) Technology
    c) Web Portal
    d) Payment Gateway

56. When goods are ordered from another country, there are costs enforced by companies.
    a) Marketing Cost
    b) Supplying cost
    c) Managing Cost
    d) Hidden Cost

57. Which is not a drawback of digital payments ?
    a) Overspending

b) Difficult to Non-Technical Person

c) Risk Of Data Theft

d) Interoperability of data

58. Which is not a limitation of Mobile Computing ?
   a) Potential health hazards
   b) Transmission interferences
   c) Power Consumption
   d) Less Maintenance tools

59. Which components of Web 3.0 provides user a common framework that could be used to share & reuse the data across various application ?
   a) Semantic Web
   b) Web Services
   c) Supportive Web
   d) Systematic Web

60. Correct Sequence of Illustrations of E-Commerce
   i) Goes for Online payment, ii) Go to Website/App, iii) Selection of right product
   iv) OTP/Password, v) Vendor Displays payment Option, vi) Delivery Of Product
   a) (iii), (i), (iv), (ii), (v), (vi)
   b) (ii), (iii), (i), (v), (iv), (vi)
   c) (iv), (ii), (v), (i), (vi), (iii)
   d) (i), (iii), (v), (ii), (iv), (vi)

61. _____ is application through which an individual/organization shall perform e commerce Transactions.
   a) Internet
   b) Technology
   c) Web Portal
   d) Payment Gateway

62. _____ are ones who are finally responsible for timely product deliveries.
   a) Network service providers
   b) Infrastructure Service providers
   c) Technology Service providers
   d) Logistic Service providers

63. The Issue which is not dealt in by the information technology act :
   a) Protecting Your Customer's Privacy Online
   b) Online Advertising Compliance
   c) Legality of Product
   d) Traditional Commerce Transaction

64. _____ Allows its user to run multiple operating system simultaneously on a single machine.
   a) Virtualization
   b) Grid Computing
   c) Artificial Intelligence
   d) Web 3.0

65. Private Cloud is not known as :
    a) Internal cloud
    b) Corporate loud
    c) Supportive Cloud
    d) None of these

66. Which of these has an objective to reduce the use of hazardous materials, maximize energy efficiency during Product lifetime ?
    a) Grid computing
    b) Mobile computing
    c) Green computing
    d) Cloud computing

67. Which components of Web 3.0 supports computer-to-computer interaction over internet.
    a) Web Services
    b) Supportive Web
    c) Systematic Web
    d) None of these

68. Which is benefit of E-Business For Customer.
    a) Discount from taxes
    b) Economies of scale
    c) Security assurance
    d) Coupon & Deals

69. Which is not an intrusion of intrusion of e-commerce
    a) Higher Cost of errors
    b) Sensitive data
    c) Password Protection
    d) Regular Software Updates

70. Service is available only for Android users
    a) Immediate Payment Service
    b) National Electronic Fund Transfer
    c) Unified Payment Interface
    d) Realtime Gross Settlement

71. _____ Also known as Platform virtualization.
    a) Server Consolidation
    b) Hardware Consolidation
    c) Database Consolidation
    d) Software Consolidation

72. Which is not the characteristics of private cloud ?
    a) Secure
    b) Central Control
    c) Weak SLA
    d) Scalable

73. Which is not an example of Artificial Intelligence ?
    a) SIRI
    b) Alexa
    c) Sophia
    d) Wall-wart

74. Which is benefit of E-Business For Sellers
    a) Coupon and Deals
    b) Various Option
    c) Instrument to fight with Corruption
    d) Elimination of time delays

75. Which is not a risk of E-Commerce ?
    a) Hidden Cost
    b) Privecy & Security
    c) Quality Issues
    d) Extremely Complex

76. UPI stands for
    a) Unstructured Processing Index
    b) Unique Performa Indication
    c) Universal Pallet Interface
    d) Unified Payment Interface

77. It allows administrators to improve network traffic control, enterprise and security ?
    a) Network Virtualization
    b) Hardware Virtualization
    c) Database Virtualization
    d) Software Virtualization

78. What is the full form of S.L.A. ?
    a) Service Level Agreement
    b) Strong legal Agreement
    c) Security layout Agreement
    d) Simplified Lawful Agreement

79. Which has meaning that employees are welcomed to use their personal computer in an organization ?
    a) BYOD
    b) Grid
    c) Cloud
    d) Virtualization

80. Which is a Risk of artificial intelligence ?
    a) Incorrect Data
    b) Transmission Interference
    c) Interoperability
    d) Exportability

81. Transaction of E-commerce is based on _____.
    a) Offline Processes
    b) Concurrent Processes
    c) Realtime Process
    d) Virtual Processes

82. BHIM stands for :
    a) Bharat Infrastructure For Marketing
    b) Bharat Interchange of Management
    c) Bharat Interface for Money
    b) Bharat Internal Matrix

83. A computer that is using with Microsoft windows may host a virtual machine that looks like a computer with linux Operating system.
    a) Server Virtualization
    b) Hardware Virtualization
    c) Database Virtualization
    d) Software Virtualization

84. Which type of cloud is the combination of two other clouds ?
    a) Private
    b) Public
    c) Hybrid
    d) Community

85. What is full form of P.D.A ?
    a) Predefined Development Aspect
    b) Post Duration Application
    c) Personal Digital Assistance
    d) Partially Dynamic Apartment

86. What is similar to the machine learning ?
    a) Data Analytics
    b) Data Debugging
    c) Data Mining
    d) Data Coding

87. Instrument to fight with corruption in line with government vision.
    a) Outsourcing
    b) Green Computing
    c) E-Commerce
    d) Traditional Market

88. Which is not a part of Two Tier architecture.
    a) Presentation Tier
    b) Database Tier
    c) Application Tier
    d) None of these

89. Who is not in the chain of controlling E-commerce Transactions?
    a) Network service providers
    b) Infrastructure Service providers
    c) Technology Service providers
    d) Logistic Service providers

90. MMID Stands for
    a) Money Marketing Interchange Direction'
    b) Mobile Money Identifier Coad
    c) Money Multiplier Impact Details
    d) Management of manufacturing Campaign

91. Which is a special kind of distributed computing ?
    a) Mobile Computing
    b) Grid Computing
    c) Cloud Computing
    d) Green Computing

92. Which type of cloud need involvement of groups for its implementation ?
    a) Private
    b) Public
    c) Hybrid
    d) Community

93. What is the full form of L.C.D ?
    a) Liquid Crystal Display
    b) Layout Computer Display
    c) Large Capacity Display
    d) Leading Cubic Display

94. '' Dustbin generate a message when it gets full '' This is the example of _____ ?
    a) I.O.T.
    b) M.I,S.
    c) C.R.T
    d) X.B.R.L.

95. Reduction in use of ecologically damaging materials is benefit of E-business for,
    a) Customer
    b) Seller
    c) Government
    d) Manufacturers

96. _____ is interface that allows user to interact with E-commerce.
    a) Presentation Tier
    b) Database Tier
    c) Application Tier
    d) None of these

97. Which is not a control for risk associated with E-commerce.
    a) Educating the participant about nature of risk.

b) Communication of organizational policies to customer

c) Planning for long term Business Continuity

d) None Of These

98. Which is not an example of mobile wallets :
a) Justdial
b) Freecharge
c) MobiKwick
d) Buddy

99. Which is not a benefit of grid computing ?
a) Resource Balancing
b) Resiliency
c) Parallel CPU Capacity
d) Use of underutilized resources

100. Which of these is a hardware-level service, provides computing resources such as processing power, memory, Storage, & network to cloud users ?
a) Platform as a service
b) Desktop as a service
c) Network as a service
d) Infrastructure as a service

101. What is the full form of C.R.T. ?
a) Cathode Ray Tube
b) Capable Ray Transformation
c) Close Ray Turtles
d) Controlled Ray Translation

102. Intentional Obsolescence of devices is risk of I.O.T to the _____ of Product.
a) Manufacturer
b) Distributor
c) User
d) Supplier

103. _____ is not a component of E-Commerce.
a) User
b) Manufacturer
c) Vendor
d) Technology

104. Which is not a benefit of Two Tier Architecture.
a) System performance is higher
b) Ability to customize organization
c) Having Simple Structure
d) None of these

105. Who releases standards of industry body, which every e-commerce organization is required to comply?
a) Central Government of India.

b) Reserve Bank Of India.

c) State Government of India

d) Judge of Supreme Court

106. Customer Needs only Aadhaar number to pay to any merchant

    a) AEPS

    b) USSD

    c) IMPS

    d) BHIM

107. Scheduling Grid jobs on machines with low utilization is known as :

    a) Parallel CPU Capacity

    b) Resource Balancing

    c) Exportability

    d) Interoperability

108. Which instance of SaaS Provide users with an integrated system of office automation, records management, Migration, integration services with archiving, spam blocking, Malware protection & Compliance feature ?

    a) Testing as a service

    b) Communication as a service

    c) Desktop as a service

    d) Email as a Service

109. How many mechanisms of cloud computing are currently provided under SECaaS ?

    a) Two

    b) Three

    c) Four

    d) Five

Answer –

1	b	20	a	39	d	58	d	77	a	96	a
2	d	21	b	40	d	59	a	78	a	97	c
3	c	22	a	41	a	60	b	79	a	98	a
4	d	23	c	42	c	61	a	80	a	99	b
5	b	24	c	43	b	62	d	81	c	100	d
6	a	25	a	44	d	63	d	82	c	101	a
7	a	26	d	45	d	64	a	83	b	102	a
8	c	27	d	46	c	65	c	84	c	103	b
9	d	28	a	47	b	66	c	85	c	104	b
10	c	29	c	48	b	67	a	86	c	105	b
11	d	30	d	49	c	68	d	87	c	106	a
12	c	31	d	50	b	69	a	88	c	107	b
13	a	32	c	51	c	70	c	89	b	108	d
14	c	33	b	52	d	71	b	90	b	109	c
15	d	34	b	53	d	72	d	91	b		
16	a	35	b	54	c	73	d	92	d		
17	c	36	a	55	a	74	d	93	a		
18	a	37	b	56	d	75	d	94	a		
19	d	38	b	57	d	76	d	95	c		

CHAPTER 5 : Core Banking Systems

1. Which is not the mode of remittance ?
   a) Demand Drafts
   b) Telegraphic
   c) Mail transfer
   d) Overdrafts

2. which form of ECS there is a single account to be debited against which many accounts with a number of banks in same clearing house area are credited ?
   a) ECS Credit
   b) ECS Debit
   c) Both (a) & (b)
   d) Neither (a) nor (b)

3. Banks have a highly-defined organization structure with clearly defined roles, authority & responsibility , is related with _____ .
   a) Multiplicity & Complexity
   b) Segregation of duties
   c) Obsolescence of technology
   d) Dependence on vendors

4. _____ is an attempt to obtain sensitive information such as usernames, passwords and credit Card details etc.
   a) Phishing
   b) Elimination
   c) Mitigation
   d) Appetite

5. Which is not a risk indicator ?
   a) Lack of input control
   b) Lack of evidence
   c) Lack of access control
   d) Lack of complexity

6. Which is the software of core banking system ?
   a) Finacle
   b) SAP
   c) Corel-draw
   d) Nero

7. Which of these is a sophisticated computer that accepts service requests from different machines called client?
   a) Server
   b) Software
   c) Hardware
   d) None of these

8. What is full form of K.Y.C. ?
   a) Know Your Customer
   b) Know your conduct
   c) Know your Credit
   d) Know your Controls

9. Which mortgage is disbursed in tranches / parts ?
   a) Home Loan
   b) Top-up Loan
   c) Loans for under construction property
   d) None of these

10. which area consist of dealing room operations wherein dealers enter into deal with the various corporate & interbank counter-parties ?
    a) Front Office
    b) Middle Office
    c) Back Office
    d) None of these

11. Which is not the risk associated with CBS ?
    a) Ownership of data/process
    b) Authorization Process
    c) Authentication Procedure
    d) Tampering with strategy

12. Which is not a sub-process of Information Security ?
    a) Application Security
    b) Database Security
    c) Job & Batch Scheduling
    d) User Security administration

13. Master is created ones _____ is completed?
    a) Configuration
    b) Masters
    c) Transections
    d) Reports

14. Which is not the key function of RBI?
    a) Monetary authority
    b) Banker of banks
    c) Issuer of currency
    d) Giving loan to Public

15. Conversion of illegal proceeds into apparently legitimate business earnings through normal financial or commercial operations is known as _____.
    a) Placement
    b) Layering
    c) Integration
    d) None of these

16. Section 66 describes punishment for offence under _____ ?
    a) Sec. 43
    b) Sec. 66-E
    c) Sec. 66-D
    d) Sec. 66-B

17. Employees of banks should be trained in the proper manner for handling of personal data of customers .
    a) Personation
    b) Treasury Process
    c) Money Laundering
    d) SPDI

18. which of these is the feature of core banking system ?
    a) Custody of large Volumes of monetary items
    b) Large volumes of Transactions
    c) Wide network of branches & departments
    d) All the above

19. Which of these involves collecting instruments on behalf of customer ?
    a) Remittances
    b) Advances
    c) Deposits
    d) Clearings

20. Which of these is an undertaking by a bank to the supplier to pay him on behalf of buyer ?
    a) Letter of credit
    b) Guarantees
    c) Both (a) & (b)
    d) Neither (a) & (b)

21. The potential harm caused if a threat exploits a particular vulnerability to cause damage to an assets. This is the definition of _____.
    a) Loss
    b) Expenses
    c) Risk
    d) None of these

22. What is the first essential step for effective Risk management?
    a) Risk Appetite & Risk Exposure
    b) Planning for Control
    c) Implementation
    d) Testing & monitoring

23. Which roles are performed by IT control ?
    a) Enable enterprise to achieve objectives
    b) Help in mitigating risk
    c) Both (a) & (b)
    d) None of these

24. Which is not the key aspect in-built into architecture of a CBS are as follows :
    a) Customer centric
    b) Regulatory compliance
    c) Resource optimization
    d) Higher information

25. Which server performs necessary operation & updates the account of customer in the database?
    a) Application Server
    b) Proxy Server
    c) Web Server
    d) Database Server

26. Arrange the correct sequence business process flow of Current A/c & Saving A/c :
    i) RM will request for KYC ii) Customer can avail facilities iii) Current/ Saving Account will provided to customer, iv) Customer approaches RM, v) Documents handed over to credit team
    a) (ii),(iv),(v),(i),(iii)
    b) (iii),(iv),(ii),(v),(i)
    c) (v),(i),(iii),(ii),(iv)
    d) (iv),(i),(v),(iii),(ii)

27. In which type of mortgage the rate of interest are fixed for a period but then it fluctuates with market interest rates ?
    a) Variable rate
    b) Floating rate
    c) Both (a) & (b)
    d) Neither (a) nor (b)

28. Which of these Includes verification by confirmation, settlement, checking of valid ISDA ?
    a) Front Office
    b) Middle Office
    c) Back Office
    d) None of these

29. Which of these are allowed based on user access & access authorization matrix ?
    a) Configuration
    b) Masters
    c) Transections
    d) Reports

30. Which is the process by which proceeds of crime & true ownership of those proceeds are concealed so that proceeds appear to come from a legitimate source ?
    a) Money Laundering
    b) Treasury Process
    c) Internet Banking Process
    d) Tampering Process

31. Punishment for identity theft is described under _____ .
    a) Sec. 66-E

b) Sec. 66-C
c) Sec. 66-D
d) Sec. 66-B

32. Which of these fuel the growth of banking operations & this is the most important function of a commercial bank ?
a) Clearing
b) Deposits
c) Credit Cards
d) Debit Cards

33. Who settles the inter-bank Transactions among the local participating member banks?
a) Clearing House
b) Remittance House
c) Collection Department
d) None of these

34. Which of these are required by the customers of banks for submission to buyers of their goods?
a) Letter of credit
b) Guarantees
c) Both (a) & (b)
d) Neither (a) & (b)

35. Which is not the type of risk response strategy ?
a) Avoid
b) Mitigate
c) Transfer
d) Create

36. Which is not the objective of internal control?
a) Effectiveness and efficiency of operation
b) Compliance with laws and regulatory requirements
c) Safeguarding the assets of the company
d) Improves working ethics of employees

37. Which is not the components of CBS?
a) Database Environment
b) Application Environment
c) Web Environment
d) Transection Management

38. Which server contains the details of ATM account holders?
a) Anti-Virus Software Server
b) Internet banking Application server
c) Internet banking channel server
d) Automated teller machine channel server

39. Arrange the correct sequence business process flow of Sale using credit card :
    i) Receipt is generated & sale is completed ii) Send authentication request to merchant's bank iii) Approval Msg. will received from credit card issuing bank, iv) POS will process the transection, v) Credit card is swiped by POS machine.
    a) (ii),(i),(v),(iv),(iii)
    b) (iii),(ii),(iv),(v),(i)
    c) (v),(iv),(ii),(iii),(i)
    d) (iv),(i),(v),(iii),(ii)

40. What is the full form of C.I.B.I.L. Ratings ?
    a) Credit Information Bureau India Limited Ratings
    b) Customer information based internal language Ratings
    c) Controlled Inquiry based income layout Ratings
    d) Confirmed interest based indirect loan Ratings

41. Which is not the type of fund based credit facility ?
    a) Cash credit
    b) Overdrafts
    c) Demand Loans
    d) Letter of credit

42. Which of these could be used for monitoring the operations as also for tracking the performance or security?
    a) Configuration
    b) Masters
    c) Transections
    d) Reports

43. How many stages are there for money laundering
    a) Two
    b) Three
    c) Four
    d) Five

44. Which Act provides the legal framework for electronic governance by giving recognition to electronic records & digital signature ?
    a) Banking Regulation Act
    b) Information Technology Act
    c) Money Laundering Act
    d) Reserve Bank of India Act

45. Punishment for cheating by personation by using computer resource is described under _____.
    a) Sec. 66-C
    b) Sec. 66-E
    c) Sec. 66-D
    d) Sec. 66-B

46. What is the reason of risk of reliability under CBS system ?
    a) Process is ineffective & multiple runs consume time
    b) User lose confidence in information system

c) Information system is not available when required
d) Due to loss of critical data

47. What is the full form of E.C.S?
a) Electronic Clearing Service
b) Enquiry Confirmation support
c) Essential Code Services
d) Emergency critical safety

48. Which is not the reason for gap due to risk between need to protect system & degree of protection applied?
a) Widespread use of technology
b) Devolution of management
c) Elimination of distance, time & space
d) Economies of scale in manufacturing

49. Which is not general IT control?
a) Information Security Policy
b) Separation of key IT Functions
c) Change Management
d) Error Reporting

50. Which is not the feature of CBS ?
a) Opening new accounts
b) Customer on boarding
c) Interest Calculation
d) Manual Recording

51. Which server software stores the name and password of the entire internet banking customer?
a) Anti-Virus Software Server
b) Internet banking Application server
c) Internet banking channel server
d) Automated teller machine channel server

52. Which is not the type of mortgage ?
a) Home Loan
b) Top-up Loan
c) Treasury Down Loan
d) Loans for under construction property

53. In how many compartments the core areas of treasury operations can be divided?
a) Two
b) Three
c) Four
d) Five

54. Which is not the type of Non-fund based credit facility ?
a) Overdrafts
b) Letter of credit
c) Guarantees

55. Which is not the example of configuration ?
    a) Creation of user type
    b) Password Management
    c) Defining access rules
    d) Deposit Transections

56. Banking Regulation Act , is introduced in the year _____ .
    a) 1949
    b) 1955
    c) 1962
    d) 1969

57. Which is not a step under money laundering ?
    a) Placement
    b) Tampering
    c) Layering
    d) Integration

58. Crime that involves use of computer & a network is known as _____ ?
    a) Cyber Crime
    b) Physical Crime
    c) Harassment Crime
    d) Civil Crime

59. Punishment for violation of privacy is described under _____ .
    a) Sec. 66-C
    b) Sec. 66-E
    c) Sec. 66-D
    d) Sec. 66-B

60. Which is the form of ECS services ?
    a) ECS Credit
    b) ECS Debit
    c) Both (a) & (b)
    d) Neither (a) nor (b)

61. _____ are issued by bank where customer is having their account & generally by central office of banks.
    a) Debit Card
    b) Credit Card
    c) Both (a) & (b)
    d) None of these

62. Risk Can be mitigated by implementing _____ .
    a) Avoidance
    b) Risk Assessment
    c) More Technology
    d) Acceptance

63. Making insurance coverage for risk is a type of risk response to _____the risk.
    a) Avoid
    b) Mitigate
    c) Transfer
    d) Accept

64. Which is not application IT control?
    a) Transaction logging
    b) Error reporting
    c) Exception Reporting
    d) Change Management

65. Arrange the correct sequence of data analytics :
    i) Implementation ii) Planning, iii) Updation, iv) Approval, v) Selection
    a) (ii),(iv),(v),(i),(iii)
    b) (iii),(iv),(ii),(v),(i)
    c) (v),(i),(iii),(ii),(iv)
    d) (iv),(i),(v),(iii),(ii)

66. Which server authenticates the customer with the login details stored in the IBCS?
    a) Anti-Virus Software Server
    b) Internet banking Application server
    c) Internet banking channel server
    d) Automated teller machine channel server

67. Which is Traditional mortgage where customer has an option of selecting fixed or variable rate of interest & is provided for purchase of property?
    a) Home Loan
    b) Top-up Loan
    c) Loans for under construction property
    d) None of these

68. Which is the core area of treasury operation in a bank?
    a) Middle Office
    b) Back Office
    c) Dealing Room Operation
    d) All the above

69. Which is not provided by internet banking facility?
    a) Password change
    b) Balance Inquiry
    c) Stop Payment
    d) Paytm Wallet Services

70. Which of these refer to the setting parameters for various types of product & service type as per software modules used in banks?
    a) Configuration
    b) Masters
    c) Transections

d) Reports

71. Movement of proceeds, frequently currency, from the scene of crime to a place, or into a form, less suspicious & more convenient for the criminal is known as _____ .
    a) Placement
    b) Layering
    c) Integration
    d) None of these

72. _____ means the listing of program, computer commands, Design & layout and program analysis of computer resource in any form .
    a) Computer Source Code
    b) Anti-Money Laundering
    c) Treasury Process
    d) Professional Ethics Code

73. Which Section of IT amendment act imposes responsibility for protection of stakeholder information by body corporate?
    a) Sec. 43-B
    b) Sec. 66-E
    c) Sec. 66-D
    d) Sec. 66-B

74. Which of these involves transfer of funds from one place to another?
    a) Deposit
    b) Collection
    c) Clearing
    d) Remittance

75. In which form of ECS there is a single receiver of funds from a large number of customers?
    a) ECS Credit
    b) ECS Debit
    c) Both (a) & (b)
    d) Neither (a) nor (b)

76. Which of these is not the challenge of IT for CBS ?
    a) Frequent changes or obsolescence of technology
    b) Multiplicity & Complexity of systems
    c) Different controls for different technologies
    d) Inter-Operability of technologies

77. Formally acknowledge that risk exists and monitor it, is risk response as _____.
    a) Avoid
    b) Mitigate
    c) Transfer
    d) Accept

78. Finacle & Finn One are example of _____.
    a) CBS
    b) XBRL

    c) BPA
    d) None of these

79. What is full form of C.I.F. ?
    a) Caller Inquiry Fundamentals
    b) Controlled internal Function
    c) Customer Identification File
    d) Core Information Factors

80. Which mortgage is provided to those customer who already has an existing loan & applying for additional amount?
    a) Home Loan
    b) Top-up Loan
    c) Loans for under construction property
    d) None of these

81. Which area consist of dealing room operations wherein dealers enter into deal with the various corporate & interbank counter-parties ?
    a) Front Office
    b) Middle Office
    c) Back Office
    d) None of these

82. Which is not the risk associated with CBS ?
    a) Ownership of data/process
    b) Authorization Process
    c) Authentication Procedure
    d) Tampering with strategy

83. Which is not a sub-process of Information Security ?
    a) Application Security
    b) Database Security
    c) Job & Batch Scheduling
    d) User Security administration

84. Which of these refers to the way a software system is set up for use ?
    a) Configuration
    b) Masters
    c) Transections
    d) Reports

85. The Reserve Bank Of India is established on _____ ?
    a) 1 April, 1935
    b) 1 July, 1949
    c) 1 May, 1969
    d) 1 June, 1979

86. Conversion of illegal proceeds into apparently legitimate business earnings through normal financial or commercial operations is known as _____.
    a) Placement

b) Layering
c) Integration
d) None of these

87. Section 66 describes punishment for offence under _____ ?
    a) Sec. 43
    b) Sec. 66-E
    c) Sec. 66-D
    d) Sec. 66-B

88. What is the full form of SPDI ?
    a) Secure privacy department inquiry
    b) Safety protocol data integrity
    c) Sensitive Personal Data Information
    d) Security privacy dealt immediately

Answer –

1	d	16	a	31	b	46	b	61	a	76	d
2	b	17	d	32	b	47	a	62	b	77	d
3	b	18	d	33	a	48	d	63	c	78	a
4	a	19	a	34	b	49	d	64	d	79	c
5	d	20	c	35	d	50	d	65	a	80	b
6	a	21	a	36	d	51	c	66	b	81	a
7	a	22	c	37	d	52	c	67	a	82	d
8	a	23	d	38	d	53	b	68	d	83	c
9	c	24	d	39	c	54	a	69	d	84	a
10	a	25	d	40	a	55	d	70	b	85	a
11	d	26	d	41	d	56	a	71	a	86	c
12	c	27	c	42	d	57	b	72	a	87	a
13	a	28	c	43	b	58	a	73	a	88	c
14	d	29	c	44	b	59	b	74	d		
15	c	30	a	45	c	60	c	75	a		

Chapter – 1 : Introduction to Strategic Management

1. Business policy tends to emphasize on which aspect of strategic management?
   a) System Analytical
   b) Portfolio Analytical
   c) Credit Analytical
   d) Rational Analytical

2. In large organization strategies are formulated at which level ?
   a) Corporate levels
   b) Divisional Levels
   c) Functional levels
   d) All of the above

3. Which of these serves as a corporate defense mechanism against mistakes & pitfalls?
   a) Strategic Management
   b) Marketing Techniques
   c) Strategic Awareness
   d) Competitive Analysis

4. Which is a self-contained division?
   a) Strategic business unit
   b) Divisional structure
   c) Corporate division
   d) Managerial division

5. Successful hospital strategy for future will require renewed & deepened collaboration with _____.
   a) Physicians
   b) Ambulance Providers
   c) CCTV Providers
   d) Nurses

6. Which is used with reference to a key group in an organization in-charge of its affairs?
   a) Strategy
   b) Management
   c) Execution
   d) Monitoring

7. Which is a planned strategy ?
   a) Proactive
   b) Reactive
   c) Adaptive
   d) None of these

8. Which is not an advantage of strategic management?
   a) Helps organizations to be proactive.

b) Control their own destiny in better manner.
c) Identify available opportunity
d) None of these

9. Who is the head of the division?
a) Corporate level manager
b) Business level managers
c) Functional level manager
d) None of these

10. Whole Strategic landscape of healthcare is changing because of _____.
a) Doctors
b) Nurses
c) Internet
d) Patients

11. Which is a set of interrelated functions & processes carried out by management of an organization to attain its objective ?
a) Strategy
b) Execution
c) Monitoring
d) Management

12. Which is adaptive reaction to changing business environment ?
a) Proactive
b) Reactive
c) Adaptive
d) None of these

13. Which is not the limitation of strategic management ?
a) Time Consuming Process
b) Difficult Estimation of competitive responses
c) Costly Process
d) Understandable complex environment

14. Functional level managers are concerned with _____.
a) Strategies responsible for Specific business operations
b) Strategies that span individual business
c) Strategies that are specific to particular business
d) None of these

15. Public enterprise generally cannot diversify into_____.
a) Unrelated businesses
b) Profitable businesses
c) Private businesses
d) All of these

16. Which of these is something that has to do with war & ways to win over enemy ?

a) Strategy
b) Management
c) Execution
d) Monitoring

17. Which strategy is used by companies to cope up with uncertain business environment ?
    a) Proactive
    b) Reactive
    c) Both
    d) None of these

18. In competitive environment it is difficult to clearly estimate _____ about firm's strategies.
    a) Competitive Responses
    b) Operating Process
    c) Control System
    d) Reasonable Outcomes

19. Who is more closer to the customers?
    a) Corporate level manager
    b) Business level managers
    c) Functional level manager
    d) None of these

20. Who enjoys more freedom in strategic decision making?
    a) Government Strategists
    b) Non-Government Strategists
    c) Both (a) & (b)
    d) None of these

21. Which of these seeks to relate the goals of organization to the means of achieving them ?
    a) Strategy
    b) Execution
    c) Monitoring
    d) Management

22. When market & competitive conditions take an unexpected turn then required strategy is _____.
    a) Proactive
    b) Reactive
    c) Both
    d) None

23. In which level there are no general managers ?
    a) Corporate Level
    b) Business Level
    c) Functional Level
    d) None of these

24. Organization can be classified as _____ on the basis of interest they have.
    a) Market Oriented & Prize Oriented
    b) General & Specific
    c) Broad & Narrow
    d) Commercial & Non-Commercial

25. When did integrative course introduced in Harvard Business School?
    a) 1865
    b) 1911
    c) 2001
    d) 2015

26. What is a unified, comprehensive & integrated plan designed to assure that basic objectives of enterprise are achieved ?
    a) Strategy
    b) Execution
    c) Monitoring
    d) Management

27. What is required by companies to meet changing condition in their industries ?
    a) Far-sighted
    b) Visionary
    c) Develop long term strategies
    d) All the above

28. Corporate level of management does consists of _____.
    a) Board of directors
    b) Chief Executive Officer
    c) Corporate staff
    d) All the above

29. Who said that 'I believe we do a far better job of strategic management than any company I know?
    a) Richard Cyert
    b) Igor H. Ansoff
    c) William F. Glueck
    d) Michal Porter

30. Strategy is not a _____ for sound, alert & responsible management ?
    a) Reason
    b) Necessity
    c) Substitute
    d) Platform

31. Which of these involves developing a strategy to meet competition & ensure long term survival & growth?
    a) Strategy Planning

b) Strategy Implementation
c) Strategic Change
d) Monitoring

32. Role of corporate level managers is to oversee development of strategies for _____.
    a) Departments
    b) SBU
    c) Whole Organization
    d) Division

33. Educational delivery system has undergone considerable changes with introduction of _____.
    a) Virtualization
    b) Internet
    c) Computers
    d) All the above

34. In a sound strategy, allowances are made for _____ .
    a) Possible miscalculations
    b) Unanticipated events
    c) Both (a) & (b)
    d) None of these

35. Which is not the objective of strategic management?
    a) To Create Competitive Advantage
    b) To Guide Company Successfully
    c) To Create Ethics in employees
    d) None of these

36. Who can viewed as the guardians od shareholder welfare ?
    a) Corporate Level
    b) Business Level
    c) Functional Level
    d) None of these

Answers

1	d	7	a	13	d	19	c	25	b	31	a
2	d	8	d	14	a	20	a	26	a	32	c
3	a	9	b	15	a	21	a	27	d	33	d
4	a	10	c	16	a	22	b	28	d	34	c
5	a	11	d	17	c	23	c	29	a	35	c
6	b	12	a	18	a	24	d	30	c	36	c

Chapter – 2: Dynamic of competitive Strategy

1. Which is involved in feature of dominant Economic feature.
   a) Size & Nature of market
   b) Scope of competitive rivalry
   c) Types of distribution channel
   d) All the above

2. Tangible are resources are assets that can be _____
   a) Perceived & Quantified
   b) Unperceived & Quantified
   c) Perceived & Unquantified
   d) Unperceived & Unquantified

3. Which is not the characteristic of globalization?
   a) Conglomerate of multiple units
   b) Common Pool of resources
   c) Common Strategy
   d) High Transpersonal Cost

4. Value chain analysis was originally introduce as an _____ to shed light on the value added task of separate activities.
   a) Accounting Analysis
   b) Portfolio Analysis
   c) Controls Analysis
   d) System Analysis

5. Which of these refers to period over which competitive advantage is sustained & which depends on rate at which firm's resources?
   a) Durability
   b) Transferability
   c) Imitability
   d) Appropriability

6. Which concepts exhibits the relationship of sales with respect of time for a product that passes through the four successive stages?
   a) BCG
   b) PLC
   c) SWOT
   d) ADL

7. How many strategic group does an industry contains when all sellers pursue essentially identical strategies & have comparable market position?
   a) More than 2
   b) Less than 10
   c) Only One

d) None of these

8. Which area of core competencies provide a company an edge compared to competitors & allows company to provide better to market with no fear that competitor can imitate?
    a) Competitor differentiation
    b) Customer Value
    c) Profitability of industry
    d) Application to other market

9. It is the management of _____ which provides _____ and levels of performance which are difficult to match.
    a) Rules, Capabilities
    b) Policies, Value
    c) Linkages, Leverage
    d) Procedures, Competencies

10. _____ is a to by which management identifies & evaluates the various businesses that make up the company.
    a) Strategic Analysis
    b) Portfolio Analysis
    c) Market Analysis
    d) System Analysis

11. Which of these are low-growth, high market share businesses/product, generate cash & have low costs ?
    a) Star
    b) Cash-Cow
    c) Question-Mark
    d) Dog

12. _____ can be done using a set of concepts & techniques to get a clear picture on key industry traits.
    a) Strategy analysis
    b) Industry & Competitive Analysis
    c) Value Chain Analysis
    d) Portfolio Analysis

13. Which strategy has its objective to increase market share, even by foregoing short-term earnings?
    a) Build
    b) Hold
    c) Harvest
    d) Divest

14. Which of the following is the most risky strategy of Ansoff market product growth matrix?
    a) Market Penetration
    b) Market Development

c) Product Development

d) Diversification

15. Types of distribution channels used to access _____.

    a) System

    b) Control

    c) Customer

    d) Process

16. Competitive strategy of a firm evolves out of consideration of several factor that are _____ to it.

    a) Unrelated

    b) Managerial

    c) Internal

    d) External

17. Which companies own a home company & also its subsidiaries?

    a) MNC

    b) TNC

    c) Both (a) & (b)

    d) None of these

18. Which will not be considered as a supporting activity?

    a) Firm Infrastructure

    b) HR Management

    c) Inbound Logistic

    d) Technology Development

19. Which of these is meant that ability of rivals to attack position of competitive advantage relies on their gaining access to necessary resources & capabilities?

    a) Durability

    b) Transferability

    c) Imitability

    d) Appropriability

20. In which stage of product life cycle the competition is negligible?

    a) Introduction

    b) Growth

    c) Maturity

    d) Decline

21. Determine the flow of creating the competitive advantage.
    i) Assign the firms, ii) Plot firms on a two-variable map, iii) Identify competitive characteristic, (iv) Draw circle around each strategic group

    a) (i),(iii),(ii),(iv)

    b) (ii),(i),(iv),(iii)

    c) (iii),(ii),(i),(iv)

    d) (iv),(i),(ii),(iii)

22. A _____ for a firm is whatever it does Best.
    a) Core Competency
    b) Driving Forces
    c) Key Success Factors
    d) Concurrent Filters

23. Which integration attempts to improve performance through ownership of more parts of the value system, making linkages internal to organization?
    a) Vertical
    b) Horizontal
    c) Co-Centric
    d) Stratified

24. Which can be defined as a technique that helps strategists in taking strategic decisions with regard to individual products or businesses in a firm's portfolio?
    a) Strategic Analysis
    b) Portfolio Analysis
    c) Market Analysis
    d) System Analysis

25. _____ of a firm evolves out of consideration of several factors that are external to it.
    a) Competitive Landscape
    b) Strategic Analysis
    c) Core Competence
    d) Competitive Strategy

26. Industry & competitive analysis begins with _____.
    a) Trigger of change
    b) Dominant Economic Feature
    c) Nature & strength of competition
    d) Prospect of Industry

27. Which strategy has its objective of preserve market share?
    a) Build
    b) Hold
    c) Harvest
    d) Divest

28. Which of these is a portfolio analysis technique that is based on the product life cycle?
    a) BCG Growth Matrix
    b) Ansoff Growth Matrix
    c) Arthur D. Little Matrix
    d) General Electric Matrix

29. If a company's strategies result in superior performance it is said to have _____.
    a) Core Competency
    b) Strategic Analysis

c) Competitive Advantage

d) Value Creation

30. The objective competitive strategy is to generate _____
   a) Generate Competitive Advantage
   b) Increase Market Share
   c) Beat Competition
   d) All the above

31. Which of the following does not have centralized management system?
   a) MNC
   b) TNC
   c) Both (a) & (b)
   d) None of these

32. Which of these will not be considered as primary activity?
   a) Inbound Logistic
   b) Marketing & Sales
   c) Procurement
   d) Service & Operation

33. The concept of TOWS matrix was developed by _____
   a) Igor H. Ansoff
   b) Willium F. Gluek
   c) Heinz Weihrich
   d) Arthur D. Little

34. Which is not the characteristic of SWOT analysis?
   a) Provides Logical framework
   b) Helps in crafting strategy
   c) Present a cooperative account
   d) Guides in strategy identification

35. Which of these are those things that most affect industry member's ability to prosper in marketplace?
   a) Key Success Factors
   b) Driving Forces
   c) Core Identity Forces
   d) Concurrent Filters

36. Capabilities that are valuable, rare, costly to imitate, & non-substitutable are _____.
   a) Core Competency
   b) Driving Forces
   c) Key Success Factors
   d) Concurrent Filters

37. Which of these under linkages seeks to improve performance through closer working relationship between specialists within the value system?

a) Total Quality Management

b) Project Management

c) Customer Relation Management

d) Sales Management Module

38. Which is a unit of company that has a separate mission & objectives and which can be planned independently from other company businesses?

a) SBU

b) TNC

c) ADL

d) BCG

39. Which is the objective of competitive strategy?

a) Generate competitive Advantage

b) Increase Market Share

c) Beat Competition

d) All the above

40. Which strategy has its objective to increase short term cash flows regardless of long term earning ?

a) Build

b) Hold

c) Harvest

d) Divest

41. Which position of ADL matrix is comparatively rare position & in many cases is attributable to a monopoly?

a) Dominant

b) Tenable

c) Favourable

d) Strong

42. Industry's economic feature & competitive structure revealed _____ about its fundamental character & _____ about ways in which its environment may be changing.

a) A Lot, Little

b) Little, A lot

c) Nothing, A lot

d) A Lot, Nothing

43. Competitive strategy consist of moves to _____.

a) Attract Customer

b) Withstand Competitive pressure

c) Strengthen market position

d) All the above

44. Which of the following gain more interest in local market?

a) MNC

b) TNC

c) Both (a) & (b)

d) None of these

45. Companies often set _____ to reduce high transformational cost in globalization.

   a) Bearer Plant

   b) Overseas plant

   c) Domestic Plant

   d) All the above

46. The concept ADL Matrix is developed by _____.

   a) Igor H. Ansoff

   b) Willium F. Gluek

   c) Heinz Weihrich

   d) Arthur D. Little

47. Which is not the factor influencing market position of an organization?

   a) Organization's Correct market position

   b) Nature of opportunity and threat

   c) Capability to capitalize opportunity

   d) Capability to stratify situation

48. Which of these are the rules that shape whether a company will be financially & competitively successful?

   a) Core Identity Forces

   b) Driving Forces

   c) Key Success Factors

   d) Concurrent Filters

49. Which criteria of core competency is related with the capabilities that allows firm to exploit opportunity or avert threats in its external environment?

   a) Valuable

   b) Rare

   c) Costly to Imitate

   d) Non-substitutable

50. "If you don't have a competitive advantage, don't compete", it is said by _____.

   a) Igor H. Ansoff

   b) Willium F. Gluek

   c) Jack Welch

   d) Arthur D. Little

51. Which of the following is based on commonly observed phenomenon that unit costs decline as a firm accumulates experience in terms of a cumulative volume of production?

   a) Experience Curve

   b) Product Life Cycle

   c) SWOT Analysis

d) Growth Share Matrix

52. _____ comes from a firm's ability to perform activities more effectively that its rivals.
    a) Competitive Landscape
    b) Competitive Advantage
    c) Core Competence
    d) Strategic Change

53. _____ is "a group of firms whose products have same & similar attributes such that they compete for same buyers".
    a) Industry
    b) Value Chain
    c) Competitive Landscape
    d) Strategy Analysis

54. Which strategy has its objective to sell or liquidate the business because resources can be better used elsewhere?
    a) Build
    b) Hold
    c) Harvest
    d) Divest

55. In which position of ADL, a firm has considerable degree of freedom over its choice of strategies & often able to act without its market position?
    a) Dominant
    b) Tenable
    c) Favorable
    d) Strong

56. Most dominant forces are called _____ because they have biggest influence.
    a) Driving Forces
    b) Dominant economic feature
    c) Strategic Moves
    d) Competitive Landscape

57. Which of these is a measurement through which value can be measured?
    a) Price
    b) Willing to pay
    c) Cost
    d) All the above

58. Due to centralized system which of the following will face barrier in decision making?
    a) MNC
    b) TNC
    c) Both (a) & (b)
    d) None of these

59. Which of the following is not the characteristic of competitive advantage?
    a) appropriability
    b) Transferability
    c) Imitability
    d) Tractability

60. The concept of the core competency was developed by _____.
    a) H.N. Prashad & F.W. Taylor
    b) R.K. Narayan & Arthur D. Little
    c) C.K. Prahalad & Gary Hamel
    d) Ansoff & Willium F. Gluek

61. In which stage of product life cycle the sales & profit falls down sharply due to some new product replaces the existing product?
    a) Introduction
    b) Growth
    c) Maturity
    d) Decline

62. _____ are capabilities that serves as a source of competitive advantage for a firm over its rivals.
    a) Concurrent Filters
    b) Core competencies
    c) Driving Forces
    d) Core Identity Forces

63. Capabilities that do not have strategic equivalents are known as _____ Capabilities.
    a) Non-Substitutable
    b) Valuable
    c) Rare
    d) Non-Imitable

64. Which of these is a unique features of a company & its products that are perceived by the target market as significant & superior to the competition?
    a) Strategic Leadership
    b) Competitive Advantage
    c) Strategic Intent
    d) Competitive Landscape

65. Which approach has an advantage that it can be used to diagnose a portfolio of products in order to establish stage at which each of them exist?
    a) Experience Curve
    b) Product Life Cycle
    c) SWOT Analysis
    d) Growth Share Matrix

66. _____ is a business analysis which identifies competitors, either direct or indirect.

a) Competitive Landscape
b) Strategic Analysis
c) Core Competence
d) Competitive Strategy

67. Which of the following is also known as "Problem Child" or "Wild Cats" ?
a) Star
b) Cash-Cow
c) Question-Mark
d) Dog

68. Which of these refers to a growth strategy where he business focuses on selling existing products into existing markets?
a) Market Penetration
b) Market Development
c) Product Development
d) Diversification

69. Which position in ADL matrix generally comes about when industry is fragmented & no one competitor stand out clearly, result in market leaders a reasonable degree of freedom?
a) Dominant
b) Tenable
c) Favorable
d) Strong

70. Which of the following is unique feature of company & its products that are perceived by target market?
a) Strategic Leadership
b) Competitive Advantage
c) Strategic Intent
d) Globalization

71. Which of these refers to process of integration of world economy into one huge market.
a) Globalization
b) Privatization
c) Stratification
d) None Of these

72. Resources are foundation of _____ & unique bundle of _____ generate competitive advantage leading to wealth creation.
a) Resource, Plan
b) Strategy, Resource
c) Policies, Procedure
d) Resources, Capabilities

73. Which of these is a widely used means of describing activities within & around an organization & relating them to an assessment of competitive strength of an organization.

a) Accounting Analysis
b) Portfolio Analysis
c) Controls Analysis
d) System Analysis

74. Which concept is also known as "S-Shaped" Curve?
a) PLC
b) BCG
c) ADL
d) SWOT

75. Which is nit the example of driving forces?
a) Increasing Globalization
b) Product Innovation
c) Changes in cost/efficiency
d) None of these

76. _____ is defined as a combination of skills & techniques rather than individual skill or separate technique.
a) Competency
b) Driving Force
c) Core Identity Force
d) Concurrent Filter

77. Which area of value chain transform various inputs into the final product or service?
a) Marketing & Sales
b) Procurement
c) Infrastructure
d) Operation

78. Which is achieved advantage over rivals when a company's profitability is greater than average profitability of firms in its industry?
a) Competitive Advantage
b) Market Position
c) Strategic Choice
d) Value Creation

79. Which of these is a simplest way to portray a corporation's portfolio of investment?
a) Ansoff's Growth Matrix
b) Product Life Cycle
c) SWOT Analysis
d) BCG Growth Share Matrix

80. Which is meant about analyze competitors & at the same time, it permits the comprehension of their vision, mission, core values, niche market, strength & weakness?
a) Strategic Analysis
b) Core Competence

c) Competitive Landscape

d) Competitive Strategy

81. Which of these require a lot of cash to hold their share & need heavy investment with low growth potential?
    a) Star
    b) Cash-Cow
    c) Question-Mark
    d) Dog

82. Which of these refers to a strategy where the business seeks to sell its existing products into new market & this can be achieved by new product packaging, distribution channel etc?
    a) Market Penetration
    b) Market Development
    c) Product Development
    d) Diversification

83. In which position of ADL matrix companies are generally vulnerable in the face of increased competition from stronger & more proactive companies in market?
    a) Dominant
    b) Tenable
    c) Favorable
    d) Strong

84. Firm is successful in achieving _____ only after other firm's effort to duplicate or imitate it are failed.
    a) Strategic Leadership
    b) Competitive Advantage
    c) Strategic Intent
    d) Competitive Landscape

85. A company which has gone global is called _____
    a) MNC
    b) TNC
    c) Both (a) & (b)
    d) None of these

86. Determine the flow of creating the competitive advantage.
    i) Resources, ii) Competitive advantage, iii) capabilities
    a) (i),(iii),(ii)
    b) (ii),(i),(iii)
    c) (iii),(ii),(i)
    d) (i),(ii),(iii)

87. In industries where rate of _____ is fast, _____ are quite likely to became obsolete.
    a) Product Innovation, Product Patents
    b) Market Innovation, Firm's Name

c) Product Innovation, Firm's Name

d) Market Innovation, Product Patents

88. The TOWS matrix is a tool of generating strategic _____.
    a) Leadership
    b) Environment
    c) Option
    d) Control

89. Which of these is useful analytical tool for comparing market position of each firm separately when an industry has so many competitors that it is not practical to examine each of them?
    a) Strategic Group Mapping
    b) Scenario Analysis
    c) Strategic Core Analysis
    d) PESTEL Analysis

90. Which is not the area identified in major core competencies?
    a) Competitor differentiation
    b) Customer Value
    c) Profitability of industry
    d) Application to other market

91. Which is a particularly important area of supportive activities in value chain that transcends all primary activities?
    a) Procurement
    b) Technology Development
    c) Human Resources Manager
    d) Infrastructure

92. Which is not the factor on which company's profitability depends?
    a) Value customers place for product/service
    b) Prize that company charges for its product
    c) Profit charged by the company
    d) Costs of creating those product

93. Which of these are products or SBU that are growing rapidly & also need heavy investment to maintain their position & finance their rapid growth potential?
    a) Star
    b) Cash-Cow
    c) Question-Mark
    d) Dog

94. Determine the correct stage of competitive landscape.
    i) Put all information together ii) Determine Strength & Weakness of competitors iii) Understand the competitors, iv) Identify the competitors
    a) (ii),(iv),(i),(iii)
    b) (iii),(iv),(ii),(i)

c) (i),(iii),(ii),(iv)

d) (iv),(iii),(ii),(i)

95. _____ is "a group of firms whose products have same & similar attributes such that they compete for same buyers".

a) Industry

b) Value Chain

c) Competitive Landscape

d) Strategy Analysis

96. Which of these are low-growth, low-share businesses & products that may generate enough cash to maintain themselves but do not have much future?

a) Star

b) Cash-Cow

c) Question-Mark

d) Dog

97. Which of these refers to a growth strategy where new products is market in new markets?

a) Market Penetration

b) Market Development

c) Product Development

d) Diversification

98. General Electric Matrix does not known as _____.

a) Business Planning Matrix

b) Nine-Cell Matrix

c) Electric Model

d) S-Shaped Curve

99. Nine-Cell Matrix is developed on the basis of _____.

a) Traffic Control Lights

b) Electricity Cable Tools

c) General Electronics Functions

d) Power Failure Concept

100. Which is the factor used by Business Planning Matrix ?

a) Only Market Growth Rate

b) Only Relative Market Share

c) Market Attractiveness & Business Strength

d) Only Market Growth Rate & Relative Market Share

Answers

1	d	11	b	21	c	31	b	41	a	51	a	61	d	71	a	81	c	91	c
2	a	12	b	22	c	32	c	42	a	52	b	62	b	72	b	82	b	92	c
3	d	13	a	23	a	33	c	43	d	53	a	63	a	73	a	83	b	93	a
4	a	14	d	24	b	34	b	44	b	54	d	64	b	74	a	84	b	94	d
5	a	15	c	25	d	35	a	45	b	55	d	65	a	75	d	85	c	95	a
6	b	16	d	26	b	36	c	46	d	56	a	66	a	76	a	86	a	96	d
7	c	17	a	27	b	37	a	47	d	57	b	67	c	77	d	87	a	97	d
8	a	18	c	28	c	38	a	48	c	58	a	68	a	78	a	88	c	98	d
9	c	19	b	29	c	39	d	49	a	59	d	69	c	79	d	89	a	99	a
10	b	20	a	30	d	40	c	50	c	60	c	70	b	80	c	90	c	100	c

Chapter – 3 : Strategic Management Process

1. Which strategy actually steers the firms towards success?
   e) Corporate Strategy
   f) Business Strategy
   g) Functional Strategy
   h) None of these

2. Generally, result of strategic implementation are seen on which basis?
   a) Short-term
   b) Long term
   c) Both (a) & (b)
   d) None of these

3. Which of these implies blueprint of the company's future position & despite organization's aspirations?
   a) Vision
   b) Mission
   c) Goals & Objectives
   d) Business Model

4. Which is the end result that organization want to achieve ?
   a) Goals
   b) Objectives
   c) Vision
   d) Mission

5. "To be a world class corporate constantly furthering interest of all its stakeholders'' is vision of _____.
   a) Tata Motors
   b) Reliance Industry
   c) Microsoft
   d) Amazon

6. Which of these is the expression of growth ambition of the firm ?
   a) Strategic Vision
   b) Corporate Mission
   c) Business Definition
   d) Goals & Objective

7. Which is not the characteristic of objectives ?
   a) Understandable
   b) Challenging
   c) Measurable
   d) Uncontrollable

8. The managerial purpose of setting _____ is to convert the strategic vision into specific performance targets – results and outcomes the management wants to achieve.
   a) Mission
   b) Objectives
   c) Strategy
   d) Strategic vision

9. Which is the heart & soul of managing a business enterprise?
   a) Crafting & Executing strategy
   b) Analysis of risk & Control
   c) Monitoring & Testing
   d) Redefine Business Process

10. Which of these is dynamic & uncertain?
    a) External Environment
    b) Organization Analysis
    c) Both (a) & (b)
    d) None of these

11. _____ means deciding what need to done in future & generating blueprint for action ?
    a) Implementation
    b) Monitoring
    c) Planning
    d) Programing

12. _____ Refers to purposes of what the organization strives for?
    a) Strategic management
    b) Strategic intent
    c) Vision
    d) Goals and objectives

13. Which of these delineates the firm's business, its goals & ways to reach goals ?
    a) Vision
    b) Mission
    c) Goals & Objectives
    d) Business Model

14. Which is time-based measurable targets, which help in accomplishment of goals ?
    a) Business Model
    b) Objectives
    c) Vision
    d) Mission

15. Which of these are central to strategic planning ?
    a) Vision & Mission
    b) Mission & Business Definition
    c) Goals & Objectives
    d) Business Model & Definition

16. Which of these serves as justification for the firm's very presence & existence ?
    a) Strategic Vision
    b) Corporate Mission
    c) Business Definition
    d) Goals & Objective

17. By spelling out _____ management indicates speed at which longer-range targets are to be approached?
    a) Annual Performance Targets
    b) Measurable short-term targets
    c) Qualitative Long-term targets
    d) Quantitative time-based targets

18. Which of these provides the basis for major decision of the firm & also said the organizational performance to be realized at each level ?
    a) Objectives
    b) Mission
    c) Business Model
    d) Strategic vision

19. Which is not the stage of strategic management ?
    a) Strategic Vision, Mission & Objectives
    b) Environmental & Organizational Analysis
    c) Strategic Evolution & Control
    d) Analysis of Risk & Control

20. Which is not involved in organizational analysis ?
    a) Technological resources
    b) Productive Capacity
    c) Social Effect
    d) Research & development

21. Which of these involves determination of the course of action to attain the predetermined objectives?
    a) Implementation
    b) Monitoring
    c) Planning
    d) Programing

22. _____ can be understand as the philosophical base of strategic management.
    a) Goals and objectives
    b) Mission
    c) Vision
    d) Strategic intent

23. Which of these explain the reason for existence of firm & identify what business company undertakes?

a) Vision
b) Mission
c) Goals & Objectives
d) Business Model

24. Which of these does not explain the philosophy of organization ?
   a) Vision
   b) Mission
   c) Goals & Objective
   d) Business Model

25. Which is not the reason for having mission statement in organization ?
   a) Ensure unanimity of purpose
   b) Develop basis for allocating resources
   c) Establish organizational climate
   d) Helpful in lawful Strategy implementation

26. Business organization translate their vision & mission into _____ ?
   a) Strategy planning
   b) Business Definition
   c) Goals & Objectives
   d) Business Model

27. What should be considered before setting long-term objectives?
   a) Profitability
   b) Productivity
   c) Employee Relation
   d) All the above

28. Strategic management process is cleanly divided and neatly performed in practice as _____ suggests.
   a) Business Environment
   b) Market Condition
   c) Risk Appetite
   d) Strategic Management Model

29. Top management views & conclusion about company's direction & product-customer-market-technology focus constitute _____ for company.
   a) Corporate Mission
   b) Business Model
   c) Strategic Vision
   d) Goals & Objectives

30. Which of these is operation-oriented, activity aimed at shaping performance of core business activities?
   a) Environmental analysis
   b) Formulation

c) Implementation

d) Evolution & Control

31. Which of these is made by senior management ?
    a) Strategic Plan
    b) Operational Plan
    c) Both (a) & (b)
    d) None of these

32. Strategic intent indicates the _____ market position.
    a) Long term
    b) Short term
    c) Both
    d) None of these

33. Which seeks to explain business undertaken by firm, with respect to customer needs, target markets & technologies?
    a) Mission
    b) Goals & Objective
    c) Business Definition
    d) Business Model

34. Which of these point out a particular direction, charts a strategic path to followed in future ?
    a) Vision
    b) Mission
    c) Goals
    d) Objectives

35. Which is not the parameter to be assessed & controlled by mission statement ?
    a) Risk
    b) Cost
    c) Time
    d) Performance

36. Which of these are open-ended?
    a) Goals
    b) Objectives
    c) Both (a) & (b)
    d) None of these

37. Strategic management process is _____.
    a) Dynamic
    b) Continuous
    c) Both (a) & (b)
    d) None of these

38. Environmental and organizational analysis is at which stage of strategic management.
    a) First

b) Second
c) Third
d) Fourth

39. Which of these delineates management's aspirations for organization & highlights a particular direction, or strategic path?
    a) Corporate Mission
    b) Business Model
    c) Strategic Vision
    d) Goals & Objectives

40. Which is not the principal aspect in implementation of strategy ?
    a) Developing Budget
    b) Staffing the organization
    c) Creating Company Culture
    d) Uninstalling Information system

41. Which can be employed when information gathering & additional are not able to reduce uncertainty?
    a) Report Analysis
    b) Market Analysis
    c) Risk Analysis
    d) Scenario Analysis

42. _____ Depicts the organization's aspirations and provides a glimpse of what the organization would like to become in the future?
    a) Vision
    b) Mission
    c) Strategic management
    d) None of these

43. Which of these is not related with business definition ?
    a) Customers needs
    b) Target Markets
    c) Alternative Technologies
    d) Organization Aspiration

44. Which is not the element of strategic vision?
    a) Coming up with a mission statement
    b) Using mission statement
    c) Communicating strategic vision
    d) Modifying strategic vision

45. Why an organization need mission statement ?
    a) To have its own special identity
    b) To Reduce Rivalry in industry
    c) To guide resources in proper way

d) To change Ethical environment

46. Which of these are close-ended?
    a) Goals
    b) Objectives
    c) Both (a) & (b)
    d) None of these

47. Strategy formulation, implementation, & evaluation activities should be performed _____?
    a) At end of year
    b) Semi Annually
    c) At beginning of year
    d) Continual Basis

48. Which of these is not the type of strategic analysis?
    a) Environmental scanning
    b) Organizational analysis
    c) Ratio Analysis
    d) None of these

49. Which of these communicates management aspirations to stakeholders & helps steer the energies of company personnel in a common direction?
    a) Corporate Mission
    b) Business Model
    c) Strategic Vision
    d) Goals & Objectives

50. Which is not the final stage of strategic management ?
    a) Evaluating company's progress
    b) Assessing impact of external development
    c) Making corrective adjustment
    d) Setting Vision, Mission & Objectives

51. Which is a managerial process of selecting best course of action out of several alternative courses for purpose of accomplishment of organization goals?
    a) Decision Making
    b) Strategy Implementation
    c) Programming
    d) Monitoring strategy

52. Which is not the element of strategic intent ?
    a) Business Definition
    b) Vision
    c) Goals & Objectives
    d) None of these

53. Rivals firms, operating in the same industry rely on different _____ due to their strategic choice.

a) Mission
b) Goals & Objective
c) Business Definition
d) Business Model

54. Forming a strategic vision is an exercise in intelligent _____.
    a) Execution
    b) Monitoring
    c) Planning
    d) Entrepreneurship

55. Who was the first to agitate the issue of mission statement through writings?
    a) Peter Drucker
    b) Theodore Levitt
    c) "Both (a) & (b)
    d) None of these

56. Which is more specific & translate goals to both short-term & long-term goals?
    a) Vision
    b) Mission
    c) Objectives
    d) Business Model

57. Strategy formulating is at which stage of strategic management.
    a) First
    b) Second
    c) Third
    d) Fourth

58. Which of these is foundation & from this the network of goals is built ?
    a) Objectives
    b) Business Model
    c) Mission
    d) Business Definition

59. Which stage is diagnostic phase of strategic analysis?
    a) Strategy Implementation
    b) Environmental & Organizational Analysis
    c) Strategic Evolution & Control
    d) Formulating Strategy

60. Which is not the major dimension of strategic decision making?
    a) Top management involvement
    b) Commitment of organizational resources
    c) Future Oriented
    d) Impact on short term prosperity of firm

61. Which is not the meaning of vision ?

a) Blueprint of company's future position
b) Where organization wants to land
c) Reason for existence of firm
d) Organization's aspirations

62. Which of these are the base of measurement ?
a) Vision
b) Goals & Objective
c) Business Definition
d) Business Model

63. Best-worded _____ statement clearly & crisply illuminates direction in which organization is headed.
a) Vision
b) Mission
c) Goals
d) Objective

64. Which is not the question for deciding the mission statement ?
a) What is our ultimate purpose?
b) What business are we in?
c) What do we want to become?
d) What resources organization have?

65. Objectives with _____ relate to outcomes that strengthen an organization's overall business position & competitive vitality?
a) Strategic Focus
b) Monitoring
c) Risk Appetite
d) Fundamental Structure

66. A _____ delineates management's aspiration for the organization and highlights a particular direction, or strategic path for it to follow in preparing for the future, and modules its identity.
a) Strategic vision
b) Strategy
c) Workers
d) Administration

67. Which question According to Peter Drucker, every organization must ask & get meaningful answer?
a) What are our plans?
b) What are our resources?
c) What controls we have?
d) What business are we in?

68. Which of these consists of economic, social, technological, market & other forces which affect its functioning?
   a) External Environment
   b) Organization Analysis
   c) Both (a) & (b)
   d) None of these

Answers

1	a	11	c	21	c	31	a	41	d	51	a	61	c
2	b	12	b	22	d	32	a	42	a	52	d	62	b
3	a	13	b	23	b	33	c	43	d	53	d	63	a
4	a	14	b	24	c	34	a	44	d	54	d	64	d
5	a	15	b	25	d	35	a	45	a	55	c	65	a
6	b	16	b	26	c	36	a	46	b	56	c	66	a
7	d	17	a	27	d	37	c	47	d	57	c	67	d
8	b	18	a	28	d	38	b	48	c	58	c	68	a
9	a	19	d	29	c	39	c	49	c	59	b		
10	a	20	c	30	c	40	d	50	d	60	d		

Chapter – 4: Corporate Level Strategies

1. Stability, Growth, Retrenchment & Combination are _____.
   a) Initial Strategies
   b) Environmental Strategy
   c) Electric Model Strategy
   d) Directional Strategy

2. Business conglomerates having multiple product folios formulate strategies at _____.
   a) Corporate level
   b) Business Level
   c) Functional Level
   d) Different Levels

3. In which strategy firm seeks significant growth-maybe within current, new, related or unrelated business ?
   a) Stability
   b) Expansion
   c) Retrenchment
   d) Combination

4. Which strategy is implemented by redefining business & enlarging scope of business ?
   a) Stability
   b) Expansion
   c) Retrenchment
   d) Combination

5. Which is not the type of expansion strategy ?
   a) Through diversification
   b) Through mergers & acquisition
   c) Through Strategic alliance
   d) Through Tough Rivalry

6. In which diversification, firms opt to engage in businesses that are not related the existing business of firm?
   a) Vertical integrated
   b) Horizontally integrated
   c) Concentric
   d) Conglomerate

7. Acquisition of one or more similar business operating at same stage of production-marketing chain that is going into complementary or by or competitors product.
   a) Vertical integrated
   b) Horizontally integrated
   c) Concentric

d) Conglomerate

8. Which is a process of combining two or more organization together?
   a) Diversification
   b) Acquisition or Merger
   c) Strategic Alliance
   d) None of these

9. Which of these is a merger of two organization that are operating in same industry but at different stages of production or distribution system?
   a) Vertical
   b) Horizontal
   c) Co-generic
   d) Conglomerate

10. Which is a relationship between two or more businesses that enables each to achieve certain strategic objectives which neither would be able to achieve on its own?
    a) Diversification
    b) Acquisition
    c) Strategic Alliance
    d) Merger

11. Which of these is not the disadvantage of strategic alliance?
    a) Sharing knowledge & skill
    b) Long-term court procedures
    c) Create a potential competitor
    d) None of these

12. Which is the third stage of turnaround strategy to stop bleeding & enable organization to survive?
    a) Assessment of current problems
    b) Implementation of emergency action plan
    c) Restructuring the business
    d) Returning to normal

13. 'When dead business is worth more than alive' then which strategy should be opted by entity?
    a) Divestment
    b) Liquidation
    c) Expansion
    d) Stratification

14. Which strategy is not suggested by Michael Porter ?
    a) Cost Leadership Strategy
    b) Focused Strategy
    c) Differentiation Strategy
    d) None of these

15. Which is also known as grand strategies ?
    a) Corporate level Strategies
    b) Business Level Strategies
    c) Functional Level Strategies
    d) None of these

16. When the stability strategy is pursued by firm ?
    a) Serve in Similar Market
    b) Deals in similar product/service
    c) Focus on incremental improvement
    d) All the above

17. Which is a popular strategy that tends to be equated with dynamism, vigor, promise & success?
    a) Stability
    b) Expansion
    c) Retrenchment
    d) Combination

18. Which of these involve entry with substantially various skill, technology & knowledge ?
    a) Diversification
    b) Penetration
    c) Stratification
    d) Merger & Acquisition

19. In which type of diversification firm moves forward or backward in chain & enters specific process steps with intention of making them into new business for firm?
    a) Vertical integrated
    b) Horizontally integrated
    c) Concentric
    d) Conglomerate

20. Which is the example of related diversification?
    a) Employment of new product portfolios
    b) Investment in new product portfolios
    c) Defend against takeover bids
    d) Share assets by exploiting brand name

21. When deals get finalized on friendly terms & both organizations share profits in the newly created entity.
    a) Acquisition
    b) Merger
    c) Penetration
    d) Stratification

22. Which of these helps to create an advantageous position by restricting supply of inputs to other players or providing input at higher costs?

a) Vertical
b) Horizontal
c) Co-generic
d) Conglomerate

23. Which is not the field of advantage with strategic alliance?
    a) Organizational
    b) Economic
    c) Political
    d) None of these

24. Which strategy is adopted by organization when if it chooses to focus on ways & means to reserve process of decline?
    a) Turnaround
    b) Expansion
    c) Stability
    d) Stratification

25. Which of these is the next stage after implementing emergency action plan for turnaround?
    a) Assessment of current problems
    b) Implementation of emergency action plan
    c) Restructuring the business
    d) Returning to normal

26. Which is the major reason for retrenchment/turnaround strategy?
    a) Continuous losses & unviability
    b) Persistent negative cashflows
    c) Severity of competition
    d) All the above

27. We can classify different types of strategies on the basis of _____.
    a) Levels of organization
    b) Stages of business cycle
    c) Competition
    d) All the above

28. Which of these is formulated for each product division known as strategic business unit?
    a) Corporate level Strategies
    b) Business Level Strategies
    c) Functional Level Strategies
    d) None of these

29. Which strategy involves keeping track of new developments to ensure that strategy continues to make sense?
    a) Stability
    b) Expansion
    c) Retrenchment

d) Combination

30. Which is not the characteristic of expansion strategy ?
    a) Redefinition of business
    b) Opposite of stability strategy
    c) Less Versatile strategy
    d) Fresh investment

31. Which of these is the utilization of firm's existing facilities & capabilities in more effective & efficient manner ?
    a) Diversification
    b) Penetration
    c) Stratification
    d) Merger & Acquisition

32. How many parts of vertical integrated diversification ?
    a) Two
    b) Three
    c) Four
    d) Five

33. In which type of diversification the new business is linked to existing businesses through process, technology or marketing ?
    a) Vertical Integrated
    b) Horizontally integrated
    c) Concentric
    d) Conglomerate

34. When two organization combine to increase their strength & financial gains along with breaking the trade barriers.
    a) Acquisition
    b) Merger
    c) Penetration
    d) Stratification

35. In which type of merger organizations are associated in some way or related to production processes, business markets, or basis required technologies?
    a) Vertical
    b) Horizontal
    c) Co-generic
    d) Conglomerate

36. Strategic alliancehelp to learn necessary skill and obtain certain capabilities from strategic partners?
    a) Organizational
    b) Economic
    c) Political
    d) Strategic

37. Which strategy is adopted by organization if it cuts off loss-making units, division or SBUs, curtails its product line or reduces functions performed?
    a) Divestment
    b) Expansion
    c) Stability
    d) Stratification

38. Which of these is the next stage after implementing emergency action plan for turnaround?
    a) Assessment of current problems
    b) Implementation of emergency action plan
    c) Restructuring the business
    d) Returning to normal

39. Which of these occupy highest level of strategic decision making & cover actions dealing with objective of firm ?
    a) Corporate Level Strategy
    b) Business Level Strategy
    c) Functional Level Strategy
    d) None of these

40. Which of these is formulated for each business areas like production, marketing etc.?
    a) Corporate level Strategies
    b) Business Level Strategies
    c) Functional Level Strategies
    d) None of these

41. Which strategy is most suitable for those firm who are in the maturity stage of product life cycle?
    a) Stability
    b) Expansion
    c) Retrenchment
    d) Combination

42. A firm with mammoth growth ambition can meet its objectives only through _____.
    a) Stability Strategy
    b) Expansion Strategy
    c) Retrenchment strategy
    d) All The Above

43. Which is highly common intensification strategy ?
    a) Market Penetration
    b) Market Development
    c) Product Development
    d) None of these

44. Which of these is a step towards, creation of effective supply by entering business of input providers?

a) Forward Integration
b) Backward Integration
c) Concentric
d) Conglomerate

45. In which type of diversification new product is a spin-off from existing facilities & products/processes?
a) Vertical Integrated
b) Horizontally integrated
c) Concentric
d) Conglomerate

46. When organization takes over other organization & control all its business operations, it is known as _____.
a) Acquisition
b) Merger
c) Penetration
d) Stratification

47. Which merger include extension of product-line or acquiring components that are required in daily operations?
a) Vertical
b) Horizontal
c) Co-generic
d) Conglomerate

48. Finally, partners can take advantage of co-specialization, creating additional value.
a) Organizational
b) Economic
c) Political
d) Strategic

49. Which is not the danger signal for turnaround strategy?
a) Decline market share
b) Mismanagement
c) Over staffing with low moral
d) Competitive product or services

50. Which is not an important element of turnaround strategy?
a) Changes in top management
b) Initial credibility-building actions
c) Identifying quick payoff activities
d) Slow rate of cost reduction

51. The nature of strategic decisions tends to be _____.
a) Time Oriented
b) Risk Oriented

c) Control Oriented

d) Value Oriented

52. In how many categories, corporate level strategies can be classified ?
    a) Two
    b) Three
    c) Four
    d) Five

53. Which is not the characteristics of stability strategy ?
    a) Less Risk
    b) Involve minor improvement
    c) Safety Oriented strategy
    d) Involves redefinition of business

54. Which is not the route of expansion strategy ?
    a) Intensification
    b) Diversification
    c) Stratification
    d) None of these

55. When firm directs its resources to the profitable growth of its existing product in existing market.
    a) Market Penetration
    b) Market Development
    c) Product Development
    d) None of these

56. When a large supermarket chain considers to purchase a number of farms that would provide it a significant amount of fresh produce.
    a) Forward Integration
    b) Backward Integration
    c) Concentric
    d) Conglomerate

57. In which type of diversification there is no linkages exist & new product are disjointed from existing product in every way?
    a) Vertical Integrated
    b) Horizontally integrated
    c) Concentric
    d) Conglomerate

58. Which of these often happen during recession in economy or during declining profit margins?
    a) Acquisition
    b) Merger
    c) Diversification

d) Stratification

59. Which of these is a combination of organizations that are unrelated to each other ?
   a) Vertical
   b) Horizontal
   c) Co-generic
   d) Conglomerate

60. When rivals can join together instead of compete, it is _____ advantage of strategic alliance.
   a) Organizational
   b) Economic
   c) Political
   d) Strategic

61. What is required to be focused for successful turnaround strategy?
   a) Long-term
   b) Short-term
   c) Strategic issue
   d) All the above

62. Which of these is usually a part of rehabilitation or restructuring plan & is adopted when a turnaround has been attempted but has proved to be unsuccessful?
   a) Divestment
   b) Expansion
   c) Stability
   d) Stratification

63. Which is not the strategy to be followed at startup ?
   a) Competitive Strategy
   b) Collaborative Strategy
   c) Expansion Strategy
   d) None of these

64. Stability, Expansion, Retrenchment & Combination strategies are related with _____.
   a) Corporate Level
   b) Business Level
   c) Functional Level
   d) None of these

65. Which strategy involves minor improvement with status quo oriented strategy?
   a) Stability
   b) Expansion
   c) Retrenchment
   d) Combination

66. Which is not the major reason for expansion strategy ?
   a) Environment demand decrease in pace of activity
   b) Organization perceived to be growth oriented

c) Greater control over market & competitor

d) Experience curve & scale of operation may accrue

67. Which of these consists marketing present products, to customer in related market areas by adding different channels of distribution ?

a) Market Development

b) Market Penetration

c) Product Development

d) None of these

68. When firm is entering in business lines that use existing products & also when firm enters into business of distribution channels.

a) Forward Integration

b) Backward Integration

c) Concentric

d) Conglomerate

69. When a cement manufacturer diversifies in the manufacture of steel and rubber products.

a) Vertical Integrated

b) Horizontally integrated

c) Concentric

d) Conglomerate

70. Which of these is not the type of merger?

a) Vertical

b) Horizontal

c) Concentric

d) Conglomerate

71. Which type of merger has no linkages with respect to customer groups, customer functions technologies being used?

a) Vertical

b) Horizontal

c) Co-generic

d) Conglomerate

72. Strategic alliance may also be useful to create a competitive advantage by the pooling of resources & skills.

a) Organizational

b) Economic

c) Political

d) Strategic

73. Which is the first stage of turnaround strategy?

a) Assessment of current problems

b) Implementation of emergency action plan

c) Restructuring the business

d) Returning to normal

74. Which is the reason for adoption of divestment strategy?
    a) Business acquired proves to be mismatch
    b) Persistent negative cashflows
    c) Severity of competition
    d) All the above

75. At which stage currently Patanjali is & which strategy it is following ?
    a) Introduction , Expansion
    b) Growth , Competitive
    c) Maturity , Stability
    d) Decline , Turnaround

76. In which strategy firm maintains the existing level of effort, & is satisfied with incremental growth?
    a) Stability
    b) Expansion
    c) Retrenchment
    d) Combination

77. Which is not the major reasons for stability strategy?
    a) Product has reached maturity stage
    b) Less risky as it involves less changes
    c) Expansion may be perceived as being threatening
    d) Environment faced is relatively unstable

78. Which strategy have greater control over market as well as competitor ?
    a) Stability Strategy
    b) Expansion Strategy
    c) Retrenchment strategy
    d) Combination Strategy

79. Which of these is not the type of diversification through diversification ?
    a) Vertical integrated
    b) Horizontally integrated
    c) Co-generic
    d) Conglomerate

80. When a coffee bean manufacturer may choose to merge with a coffee bean.
    a) Forward Integration
    b) Backward Integration
    c) Concentric
    d) Conglomerate

81. _____ with existing concern is an instant means of achieving the expansion.
    a) Diversification
    b) Acquisition or Merger

c) Strategic Alliance
   d) None of these

82. Which of these is combination of firms engaged in same industry & is a merger with a direct competitor ?
   a) Vertical
   b) Horizontal
   c) Co-generic
   d) Conglomerate

83. Which type of merger has no important common factors between organizations in production, in marketing, research & development and technology?
   a) Vertical
   b) Horizontal
   c) Co-generic
   d) Conglomerate

84. 'When strategic alliance are formed with a local foreign business to gain entry into a foreign market', it is _____ advantage of strategic alliance.
   a) Organizational
   b) Economic
   c) Political
   d) Strategic

85. At second stage of turnaround strategy before any changes, determine chances of _____.
   a) Business Survival
   b) Business Expansion
   c) Business Divestment
   d) Business Risk

86. Which type of business units in India are mostly going thorough liquidation process?
   a) Small Scale
   b) Medium Scale
   c) Large Scale
   d) None of these

Answers

1	d	11	d	21	a	31	a	41	a	51	d	61	d	71	d	81	b
2	d	12	b	22	a	32	a	42	b	52	c	62	a	72	d	82	b
3	b	13	a	23	d	33	c	43	a	53	d	63	c	73	a	83	d
4	b	14	d	24	a	34	b	44	b	54	c	64	a	74	d	84	c
5	d	15	a	25	c	35	c	45	c	55	a	65	a	75	b	85	a
6	d	16	d	26	d	36	a	46	a	56	b	66	a	76	a	86	a
7	b	17	b	27	d	37	a	47	c	57	d	67	a	77	d		
8	b	18	a	28	b	38	c	48	b	58	a	68	a	78	b		
9	a	19	a	29	a	39	a	49	d	59	d	69	d	79	c		
10	c	20	d	30	c	40	c	50	d	60	d	70	c	80	a		

Chapter – 5 : Business Level Strategies

1. Which strategies are the course of action adopted by organization to serve identified customer group & provide value to customer by satisfaction of their needs?
   a) Corporate Level Strategy
   b) Business Level Strategy
   c) Functional Level Strategy
   d) None of these

2. Which is one of most effective & enduring conceptual frameworks used to assess nature of competitive environment & to describe an industry's structure?
   a) Porter's five forces
   b) Generic Strategy
   c) Ansoff growth share matrix
   d) General Electric Matrix

3. A large firm can produce high volumes of good at successively lower costs.
   a) Capital Requirement Barrier
   b) Economic of scale Barrier
   c) Switching Cost Barrier
   d) Brand Identity Barrier

4. Buyer bargaining power has leverage when _____.
   a) Buyers have full knowledge
   b) Buyers have invested a lot of money
   c) Buyers are more concentrated than firms
   d) All the above

5. Assets of firm considering maybe highly specialized & therefore of little value to any other firm.
   a) Fixed Cost
   b) Slow Growth
   c) Exit Barrier
   d) Industry Leader

6. Which strategy aimed at producing products & services considered unique industrywide & directed at consumers who are relatively price incentive?
   a) Cost Leadership
   b) Differentiation
   c) Focused strategy
   d) None of these

7. Which is not the risk of pursuing cost leadership strategy?
   a) Competitors may imitate the strategy
   b) Technological breakthrough in industry
   c) Buyers interest may swing to differentiating feature
   d) Higher prize may lead to less demand of product

8. Which of these maximize the power of brand, or using specific advantages that the entity possesses can be instrumental to a company's success?
   a) Product
   b) Prize
   c) Organization
   d) None of these

9. Which is the measure that could be adopted by an organization?
   a) Selecting specific niches
   b) Creating superior skills
   c) Developing innovating ways
   d) All the above

10. Who believes that basic unit of analysis for understanding is a group of competitors producing goods & services that compete directly with each other?
    a) Michal Porter
    b) Igor H. Ansoff
    c) William F. Glueck
    d) Richard Cyert

11. The interrelationship among _____ gives each industry its own particular competitive environment.
    a) Strategies
    b) Resources
    c) Controls
    d) Porter's Five Forces

12. Which refers to physical or enhancements, that make a product special or unique in the eyes od customers?
    a) Product Differentiation
    b) Economic of scale
    c) Switching Cost
    d) Brand Identity

13. Suppliers bargaining power has leverage when _____.
    a) Substitutes are not available
    b) High Switching Cost
    c) Sellers are more concentrated than buyers
    d) All the above

14. Firms must search for products that perform the same, or nearly the same, function as their existing products.
    a) Threats of new entrance
    b) Bargaining power of buyer
    c) Threats of Substitutes
    d) Nature of industry rivalry

15. Which means producing products & services that fulfill the needs of small groups of consumers who are relatively price-sensitive?
    a) Cost Leadership
    b) Differentiation
    c) Focused strategy
    d) None of these

16. Which action can be taken for achieving cost leadership strategy?
    a) Forecast the demand promptly
    b) Optimum utilization of resources
    c) Resistance to differentiation
    d) All the above

17. Which is measure for achieving differentiation strategy?
    a) Elevate the performance of product
    b) Rapid product innovation
    c) Offer utility for customers
    d) All the above

18. Which is not the advantage of focused strategy?
    a) Premium Prize
    b) Difficulty for competitors
    c) Both (a) & (b)
    d) None of these

19. Which of these is a powerful & widely used tool for systematically diagnosing significant competitive pressure in a market?
    a) Porter's five forces
    b) Generic Strategy
    c) Ansoff growth share matrix
    d) General Electric Matrix

20. A firm's profitability tends to be _____ when other firms are blocked from entering the industry.
    a) Lower
    b) Medium
    c) Higher
    d) Moderate

21. Which refers the cost of customer to change the product & move to another's product?
    a) Handling Cost
    b) Emergency Cost
    c) Switching Cost
    d) Durability Cost

22. The more intensive the _____, the less attractive is the industry.
    a) Rivalry

b) Controls
c) Strategy
d) Management

23. Which has detailed actions taken to provide value to customer & gain competitive advantage by exploiting core competencies in specific, individual products/services.
a) Corporate level strategy
b) Business level strategies
c) Functional level strategies
d) None of these

24. Michael Porter's strategy imply _____.
a) Organizational arrangements
b) Control Procedure
c) Incentive system
d) All the above

25. Which is he disadvantage of cost leadership strategy?
a) Technological changes
b) May not be remaining for longtime
c) Depend upon high sales volume
d) All the above

26. Which is not the disadvantage of differentiation?
a) Uniqueness is difficult to sustain
b) Charging Higher prize
c) Not valued by customers
d) All the above

27. Which is the disadvantage of focused differentiation strategy?
a) Lacking in distinctive competencies
b) Higher cost of product/services
c) Niche could be Disappear
d) All the above

28. Which of these is not the element of five forces?
a) Threats of new entrance
b) Bargaining power of buyer
c) Threats of complimentary
d) Nature of industry rivalry

29. What is not the effect of new entrance in the industry?
a) Reduce industry profitability
b) Increased supply of product
c) Higher prize of product
d) Erode market share prize

30. Buyers may need to test new firm's product, negotiable new purchase contracts, & train personnel to use new equipment.
   a) Handling Cost
   b) Emergency Cost
   c) Switching Cost
   d) Durability Cost

31. Rivalry among competitors tends to be cutthroat & industry profitability low when _____.
   a) Industry has no clear leader
   b) Numerous competitors
   c) Face High exit barriers
   d) All the above

32. Which of these is concerned with firm's position in an industry, relative to competitors & to the five forces of competition?
   a) Corporate level strategy
   b) Business level strategies
   c) Functional level strategies
   d) None of these

33. Smaller firms often compete using _____ strategy.
   a) Cost Leadership
   b) Differentiation
   c) Focused
   d) None of these

34. Product development is example of strategy that offers the advantage of _____.
   a) Cost Leadership
   b) Differentiation
   c) Focused
   d) None of these

35. Which is depend on an industry segment that is of sufficient size, has good growth potential & is not crucial to success of other major competitors?
   a) Cost Leadership
   b) Differentiation
   c) Focused Strategy
   d) None of these

36. Which is not the way of best cost provider strategy?
   a) Lower prize with comparable feature
   b) Similar prize with more feature
   c) Higher prize with same feature
   d) None of these

37. Identify the specific competitive pressures associated with each of five forces.
   a) First step of five forces model

b) Second step of five forces model
c) Third step of five forces model
d) Fourth step of five forces model

38. Which is not the barrier for new entrance?
a) Capital Requirement
b) Product Differentiation
c) Switching Cost
d) Access to telecom channel

39. When switching are high, buyers are often _____.
a) Reluctant to change
b) Ready to Change
c) Moderate about Change
d) None of these

40. Who can discourage prize wars by disciplining initiators of such activity?
a) Functional level Managers
b) Industry Leader
c) Workman
d) Strategists

41. Who is the foundation of an organization's business level strategies?
a) Cost
b) Control
c) Prize
d) Customer

42. Sharing activities & resources enhances competitive advantage by _____.
a) Lowering costs
b) Raising Differentiation
c) Both (a) & (b)
d) None of these

43. Which allows a firm when it is successful, to charge a higher price for its product & to customer loyalty?
a) Cost Leadership
b) Differentiation
c) Focused
d) None of these

44. Which strategy is most effective when consumers have distinctive preferences or requirement & rival firms are not attempting to specialize in same target segment?
a) Cost Leadership
b) Differentiation
c) Focused strategy
d) None of these

45. Evaluate how strong the pressure comprising each of the five forces are?
    a) First step of five forces model
    b) Second step of five forces model
    c) Third step of five forces model
    d) Fourth step of five forces model

46. Firms lacking of funds are effectively barred from the industry, thus enhancing profitability of existing firms in industry.
    a) Capital Requirement Barrier
    b) Economic of scale Barrier
    c) Switching Cost Barrier
    d) Brand Identity Barrier

47. Which is the result of committing substantial resources for long period & it is important for infrequently purchased products that carry a high cost to buyer?
    a) Brand Identity
    b) Switching Cost
    c) Product Differentiation
    d) Economic of scale

48. Even when an industry leader exists, leader's ability to exert pricing discipline diminishes with _____.
    a) Exit barriers
    b) Fixed Cost
    c) Slow Growth
    d) Number of competitors

49. Issue about which business level strategies are concerned with is _____.
    a) Meeting needs of key customers
    b) Achieving advantage over competitors
    c) Avoiding competitive disadvantage
    d) All the above

50. Which is a primary reason for pursuing forward, backward, & horizontal integration strategies?
    a) Differentiation
    b) Cost Leadership
    c) Focused
    d) None of these

51. Which is not the basis for differentiation ?
    a) Product
    b) Prize
    c) Organization
    d) Economic of scale

52. An organization using _____ strategy may concentrated on a particular group of customer geographic markets or particular product line segment.
    a) Cost Leadership
    b) Differentiation
    c) Focused
    d) None of these

53. Determine whether the collective strength of five competitive forces is conducive to earning attractive profit.
    a) First step of five forces model
    b) Second step of five forces model
    c) Third step of five forces model

54. Which refers to decline in the per unit cost of production as volume grows?
    a) Product Differentiation
    b) Economic of scale
    c) Switching Cost
    d) Brand Identity

55. Introduction of products by new firm may lead incumbents firms to reduce their product prices & increase their advertising budget.
    a) Possibility of aggressive retaliation
    b) Economic of scale
    c) Access to distribution channels
    d) Brand Identity

56. When rivals feel strong motivation to utilize their capacity & therefore are inclined to cut prices when they have access capacity.
    a) Slow Growth
    b) Exit Barriers
    c) Fixed Cost
    d) Industry Leader

57. Which is not the generic strategy of Michael Porter?
    a) Cost Leadership
    b) Growth Share Matrix
    c) Differentiation
    d) Focused strategy

58. Which of these has a basic idea to underprice competitors & thereby gain market share and sales, driving some competitors out of the market entirely?
    a) Differentiation
    b) Cost Leadership
    c) Focused
    d) None of these

59. Which of these can fluctuate based on its supply & demand and also be influence but customer's ideal value for product?
   a) Product
   b) Prize
   c) Organization
   d) None of these

60. Rolls Royce sells limited number of high-end, custom-built cars.
   a) Only Cost Leadership
   b) Only Differentiation
   c) Focused Cost Leadership
   d) Focused Cost Differentiation

Answers

1	b	11	d	21	c	31	d	41	d	51	d
2	a	12	a	22	a	32	b	42	c	52	c
3	b	13	d	23	b	33	c	43	b	53	c
4	d	14	c	24	d	34	b	44	c	54	b
5	c	15	c	25	d	35	c	45	b	55	a
6	b	16	d	26	d	36	c	46	a	56	c
7	d	17	d	27	d	37	a	47	a	57	b
8	c	18	d	28	c	38	d	48	d	58	b
9	d	19	a	29	c	39	a	49	d	59	b
10	a	20	c	30	c	40	b	50	b	60	d

Chapter – 6: Functional level Strategies

1. Which are designed to help in implementation of corporate & business unit level strategies?
   a) Corporate Level Strategy
   b) Business Level Strategy
   c) Functional Level Strategy
   d) None of these

2. In _____ it is more important to do what is strategically right than what is immediately profitable.
   a) Production
   b) Marketing
   c) Financing

3. To succeed in today's competitive marketplace, companies must be _____ centered.
   a) Profit
   b) Cost
   c) Customer
   d) Prize

4. Modern marketing is highly _____ oriented.
   a) Place
   b) Price
   c) Product
   d) Promotion

5. In which form of promotion there is no requirement of payment by the organization?
   a) Personal Selling
   b) Advertisement
   c) Publicity
   d) Sales Promotion

6. Which is not included in an important marketing situation section?
   a) Market Description
   b) Product Review
   c) Analysis of competition
   d) Risk of decreased demand

7. Which of these is a marketing philosophy holding that a company's marketing should support the best long-run performance of marketing system?
   a) Concentrated Marketing
   b) Differential Marketing
   c) Enlightened Marketing
   d) Synchro Marketing

8. _____ should not be thought of as a tool for limiting expenditures but rather than as a method for obtaining most productive & profitable use of organization's resources.
   a) Entity's fund Analysis
   b) Research & Development
   c) Logistic Management
   d) Financial Budget

9. Which is not the advantage of logistic management ?
   a) Cost saving
   b) Improved delivery time
   c) Increased inventory
   d) Competitive advantage

10. Which is not the R&D approach for implementing strategy?
    a) Market new technological product
    b) Innovator imitator of successful products
    c) To be a low cost provider
    d) None of these

11. The Prominent area where the human resources manager can play strategic role _____.
    a) Providing purposeful direction
    b) Building Core Competency
    c) Managing Workforce Diversity
    d) All the above

12. Which of these provide details to business strategy & govern as to how key activities of business are to be managed?
    a) Corporate Level Strategy
    b) Business Level Strategy
    c) Functional Level Strategy
    d) None of these

13. Which of these induces or helps in moving people closer to making a decision to purchase and facilitate a sale?
    a) Production
    b) Marketing
    c) Financing
    d) Research & Development

14. Organization formalize product differentiation through designating _____ to their respective products.
    a) Prize Tag
    b) Cost Component
    c) Profit percentage
    d) Brand Names

15. Which is the oldest form of promotion?

a) Personal Selling
b) Publicity
c) Sales Promotion
d) Advertisement

16. Discount, contests, money refund, instalments etc. are the various tool of _____.
    a) Personal Selling
    b) Promotion
    c) Advertisement
    d) Sales Promotion

17. Which of these involves monitoring & measuring of results & their evaluation?
    a) Strategic Change
    b) Strategic Intent
    c) Strategic Control
    d) None of these

18. _____ is market coverage strategy in which a firm decides to target several market segments & design separate offer for each.
    a) Concentrated Marketing
    b) Differential Marketing
    c) Enlightened Marketing
    d) Synchro Marketing

19. Implementation of project in pursuance of _____ typically results in increase in capital work in progress & current assets.
    a) Stability Strategy
    b) Expansion Strategy
    c) Turnaround Strategy
    d) Divestment Strategy

20. Which refers to the linkages between suppliers, manufacturers & customers ?
    a) Supply Chain Management
    b) Business process Reengineering
    c) Benchmarking
    d) Strategic Change

21. Which approach of research & development is glamorous & exciting strategy but also a dangerous one?
    a) Market new technological product
    b) Innovator imitator of successful products
    c) To be a low cost provider
    d) None of these

22. Which is not the prominent area where human resource manager can play strategic role?
    a) Development of works ethics
    b) Empowerment of human resources

c) Managing workforce Diversity

d) Restricting the change

23. Which is not the functional area of the organization?
a) Marketing
b) Financial
c) Production
d) None of these

24. Once corporate strategy has defined company's overall mission & objectives, _____ plays a role in carrying out these objectives.
a) Production
b) Marketing
c) Financing
d) Research & Development

25. Which of these is composite expression of product's value & utility to customer, its demand, quality etc.
a) Product
b) Promotion
c) Place
d) Prize

26. Which of these involve face to face interaction with consumers & provides a high degree of attention to them?
a) Personal Selling
b) Publicity
c) Sales Promotion
d) Advertisement

27. Which is not included in the expanded market mix?
a) Physical Evidence
b) Promotion
c) Process
d) People

28. Publicity campaign for prohibition of smoking in Delhi explained place where one can & can't smoke.
a) Augmented Marketing
b) Direct Marketing
c) Enlightened Marketing
d) Social Marketing

29. Which marketing can be used when demand for product is irregular due to season, some parts of the day, or on hour basis, causing overworked capacity?
a) Concentrated Marketing
b) Differential Marketing

c) Enlightened Marketing
d) Synchro Marketing

30. How many approaches are there to determining a business's worth?
    a) Two
    b) Three
    c) Four
    d) Five

31. Which of these is more broader concept ?
    a) Supply Chain Management
    b) Product Development
    c) Logistic Management
    d) Performance Management

32. _____ must develop performance incentives that clearly link performance and pay to strategies.
    a) Human Resource Development
    b) Product Development
    c) Logistic Management
    d) Manufacturing Department

33. The Human Resource manager will be more concentrated on _____ rather than _____.
    a) Substance, Form
    b) Accomplishment, Activities
    c) Practice, Theory
    d) All The Above

34. Which is not the reason why functional strategies are needed?
    a) Lay down clearly what is to be done
    b) Provide senses of direction to staff
    c) Help in bringing harmony
    d) None of these

35. Which is a set of controllable marketing variables that the firm blends to produce the response it want in target market?
    a) Market Technique
    b) Market Mix
    c) Market Zone
    d) Market Condition

36. Which is not the objective for new product pricing strategy?
    a) Product is acceptable to customer
    b) Higher margin over cost
    c) Catering to the market
    d) None of these

37. Where oral communication is made with potential buyers of a product wit the intention of making sale?
    a) Personal Selling
    b) Publicity
    c) Sales Promotion
    d) Advertisement

38. Which is not the component of marketing?
    a) Planning
    b) Implementation
    c) Control
    d) Analysis

39. Which of these is a provision of additional customer services & benefits built around core & actual products that relate to introduction of high-tech services?
    a) Augmented Marketing
    b) Direct Marketing
    c) Enlightened Marketing
    d) Social Marketing

40. Which of these is a market-coverage strategy in which a firm goes after a large share of one or few sun market?
    a) Concentrated Marketing
    b) Augmented Marketing
    c) Enlightened Marketing
    d) Synchro Marketing

41. Which is not the approach for determining the worth of business?
    a) Outstanding share method
    b) Selling price Method
    c) Price Earning Ratio Method
    d) Trigger of Change Method
    e) Performance Management

42. Which of these requires careful resource planning, quality issue, identifying sources, negotiation, order placement, inbound transportation and storage?
    a) Physical Distribution
    b) Procurement
    c) Performance Management
    d) Product Development

43. The workforce will be more competent if a firm can successfully identify, attracts & select the most competent applicants.
    a) Recruitment & Selection
    b) Appraisal of performance
    c) Compensation

d) Training

44. _____ can be observed in terms of male & female workers, young & old workers, etc.
   a) Empowerment
   b) Workforce Diversity
   c) Redesigned Ethics
   d) Vibrant Culture

45. Which of these operate bellow the business level strategies or SBU?
   a) Corporate Level Strategy
   b) Business Level Strategy
   c) Functional Level Strategy
   d) None of these

46. Which is not a '4P' variable of the market mix ?
   a) Product
   b) Promotion
   c) Place
   d) Portfolio

47. In skimming the prize of product are set at a very _____ level.
   a) Low
   b) Moderate
   c) High
   d) None of these

48. Which of these is not a cost effective way of reaching a large number of customer?
   a) Personal Selling
   b) Advertisement
   c) Publicity
   d) Sales Promotion

49. Marketing by actual procedure, mechanisms & flow of activities by which product/service is delivered.
   a) People
   b) Process
   c) Physical Evidence
   d) Publicity

50. _____ includes catalogue selling, e-mail, telecomputing, electronic marketing, shopping & TV shopping.
   a) Augmented Marketing
   b) Direct Marketing
   c) Enlightened Marketing
   d) Social Marketing

51. Which of these includes marketing strategies to reduce demand temporarily or permanently?

a) Concentrated Marketing

b) Differential Marketing

c) Demarketing

d) Synchro Marketing

52. In second approach of determining business worth _____ times of current annual profit or _____ years average profit can be used.
   a) Five, Five
   b) Five, Four
   c) Three, Two
   d) Four, Four

53. Delivery of products to customers is the _____ in a marketing channel?
   a) Beginning Position
   b) Center Position
   c) Last Position
   d) None of these

54. _____ including human resource planning & job analysis.
   a) Pre-Selection Practices
   b) Selection Practices
   c) Post Selection Practices
   d) None of these

55. _____ means authorizing every member of an organization to take up his/her own destiny his/her full potential.
   a) Empowerment
   b) Workforce Diversity
   c) Redesigned Ethics
   d) Vibrant Culture

56. Which is a social & managerial process by which individual & groups obtain what they need and want through creating, offering & exchanging products of value with others?
   a) Production
   b) Marketing
   c) Financing
   d) Research & Development

57. Product stand for combination of _____ that the company offers to target market.
   a) Goods
   b) Services
   c) Both (a) & (b)
   d) None of these

58. Which of these stands for company activities that make the product available to target customers?
   a) Product

b) Promotion

c) Place

d) Prize

59. Which of these is Non-personal, Highly flexible & dynamic promotional method?

a) Personal Selling

b) Advertisement

c) Publicity

d) Sales Promotion

60. Marketing by environment in which market offering is delivered & where the firm & customer interact.

a) People

b) Process

c) Physical Evidence

d) Publicity

61. Which of these is applying the concepts, tool, and techniques, of marketing to service?

a) Augmented Marketing

b) Direct Marketing

c) Enlightened Marketing

d) Service Marketing

62. Which analysis is a central strategy implementation technique because it allows an organization to examine expected results of various actions & approaches ?

a) Work Environment analysis

b) Market & Portfolio Analysis

c) Expected risk & control Analysis

d) Projected Financial Statement Analysis

63. Divide the market price of firm's common stock by the annual earnings per share & multiply this number by the average net income for past five years.

a) Outstanding share method

b) Selling price Method

c) Price Earning Ratio Method

d) Stockholders Equity Method

64. R&D policies can enhance strategy implementation efforts to:

a) Robotics or manual process

b) Within the firm or by contract

c) Be leaders or followers

d) All the above

65. _____ Meant to staff various position in the organization.

a) Pre-Selection Practices

b) Selection Practices

c) Post Selection Practices

d) None of these

66. Which of these is an activity that creates & sustain exchange relationship among those who are willing & able to buy & sale product, services, satisfaction and even ideas?
   a) Production
   b) Marketing
   c) Financing
   d) Research & Development

67. Which of these consist of everything that the firm can do to influence the demand for its product?
   a) Market Technique
   b) Market Mix
   c) Market Zone
   d) Market Condition

68. Which of these stands for activities that communicate the merits of the product & persuade target customers to buy?
   a) Product
   b) Promotion
   c) Place
   d) Prize

69. In which form of promotion organization skillfully seek to promote themselves & their product without payment?
   a) Personal Selling
   b) Advertisement
   c) Publicity
   d) Sales Promotion

70. Which is a short summary of the main goals & recommendations to be presented in the plan?
   a) Modified Summary
   b) Executive Summary
   c) Qualified Summary
   d) Quantified Summary

71. Which of these consists of activities undertaken to create, maintain or change attitude & behavior towards particular person?
   a) Augmented Marketing
   b) Direct Marketing
   c) Enlightened Marketing
   d) People Marketing

72. _____ are most common, although period of time for a budget can range from one day to more than ten years.
   a) Weekly Budget
   b) Monthly Budget

c) Annual Budget
d) None of these

73. Which of these influence the operations system structure & objectives which are used to determine operations plans & policies?
a) Production/Operation Strategy
b) Operation Oriented planning
c) Supply Chain Management
d) Logistic Management

74. _____ to maintain & improve the workers job performance levels.
a) Pre-Selection Practices
b) Selection Practices
c) Post Selection Practices
d) None of these

Answers

1	c	11	d	21	a	31	a	41	d	51	c	61	d	71	d
2	b	12	c	22	d	32	a	42	b	52	a	62	d	72	c
3	c	13	b	23	d	33	d	43	a	53	d	63	c	73	a
4	d	14	d	24	b	34	d	44	b	54	a	64	d	74	c
5	c	15	a	25	d	35	b	45	c	55	b	65	b		
6	d	16	d	26	a	36	b	46	d	56	b	66	b		
7	c	17	c	27	b	37	a	47	c	57	c	67	b		
8	d	18	b	28	d	38	d	48	a	58	c	68	b		
9	c	19	b	29	d	39	a	49	b	59	b	69	c		
10	d	20	a	30	b	40	a	50	b	60	c	70	b		

Chapter – 7: Organization and Strategic Leadership

1. To act and contribute as a manager and employee in today's emerging business scenario, skills related to _____ process is necessary.
   a) Strategic
   b) Organizational
   c) Leadership
   d) All the above

2. To coordinate more complex organizational functions, companies should abandon _____ in favor of the functional structure.
   a) Network Structure
   b) Hourglass Structure
   c) Simple Structure
   d) Matrix Structure

3. A divisional structure by process is similar to _____, because activities are organized according to way is actually performed.
   a) Network Structure
   b) Hourglass Structure
   c) Functional Structure
   d) Matrix Structure

4. Which of these is relevant to multi-product, multi-business enterprise?
   a) Strategic business unit
   b) Divisional Structure
   c) Functional Structure
   d) M-Form Structure

5. In strategic business unit _____ products/businesses in any group are separated.
   a) Unrelated
   b) Related
   c) Similar
   d) None of these

6. Which structure is developed to combine the stability of the functional structure with the flexibility of the product form?
   a) Network Structure
   b) Hourglass Structure
   c) M-Form Structure
   d) Matrix Structure

7. Which structure is most useful when environment of a firm is unstable & is expected to retain so?

a) Simple Structure
b) Network Structure
c) Divisional Structure
d) Functional Structure

8. _____ is a change agent to initiates strategic change in the organization and ensure that changes successfully implemented.
   a) Entrepreneurship
   b) Intrapreneurship
   c) Strategic Leader
   d) None of these

9. Every organization has _____ organizational culture.
   a) Similar
   b) Related
   c) Unique
   d) None of these

10. The person who perceives the business idea & take steps to implement the idea is known as_____
    a) Entrepreneur
    b) Strategists
    c) Consultant
    d) Manager

11. _____ largely dictates how operational objectives and policies will be established to achieve the strategic objectives.
    a) Controls
    b) Structure
    c) System
    d) Process

12. Which of these consists of a chief executive officer or a managing director and supported by corporate staff with manager of production, financial, accounting department?
    a) Network Structure
    b) functional Structure
    c) Hourglass Structure
    d) Matrix Structure

13. A divisional structure _____ is similar to, functional structure because activities are organized according to way is actually performed.
    a) By Geographic area
    b) Product/Services
    c) By Customer
    d) By Process

14. Which is the characteristic of strategic business unit?

a) Collection of related business
b) Own set of competitors
c) Responsible for strategic planning & profit performance
d) All the above

15. SBUs might be serving _____ & provide similar shorts of product & market.
a) Similar Market
b) Different market
c) Both (a) & (b)
d) None of these

16. Which structure is very useful when the external environment is very complex & changeable?
a) Network Structure
b) Hourglass Structure
c) Matrix Structure
d) Simple Structure

17. Which of these provides an organization with increased flexibility & adaptability tp cope up with rapid technological change & shifting patterns of international trade &competition?
a) Simple Structure
b) Divisional Structure
c) Network Structure
d) Functional Structure

18. _____ use charisma & enthusiasm to inspire people to exert them for good of the organization.
a) Transformational Leadership
b) Transactional Leadership
c) Both (a) & (b)
d) None of these

19. A sizable and prop0nged _____ conflict weakness & may even defeat managerial efforts to make the strategy work.
a) Strategic Change
b) Strategic Intent
c) Strategic Culture
d) None of these

20. Who is not the entrepreneur ?
a) Initiates & innovates a new concept
b) Establishes a startup company
c) Doesn't face risk & uncertainty
d) Recognizes & utilizes opportunity

21. _____ dictates how resources will be allocated to achieve strategic objective.
a) Controls
b) Structure

c) System

d) Process

22. Which is not the way by which divisional structure can be organized?
    a) By Geographic area
    b) By Controls
    c) By Customer
    d) By Process

23. Multi-Divisional or M-form structure is developed in _____.
    a) 1890
    b) 1920
    c) 1980
    d) 2000

24. Which of these has a manager who has responsibility for strategic planning & profit performance?
    a) Divisional Structure
    b) Strategic business unit
    c) Functional Structure
    d) M-Form Structure

25. The identification of SBU convenient point for _____
    a) Planning
    b) Risk Analysis
    c) Defining Controls
    d) Monitoring

26. Which is not the condition for having matrix-structure?
    a) Ideas needs to be cross fertilized
    b) Resources are Enough
    c) Abilities to make decision need to be improved
    d) Process of information need to be improved

27. Which of these is the disadvantage of Network Structure?
    a) Availability of numerous potential partners
    b) Keep firm from discovering synergy
    c) Choosing wrong function thus becoming Non-competitive
    d) All the Above

28. _____ use charisma & enthusiasm to inspire people to exert them for good of the organization.
    a) Transformational Leadership
    b) Transactional Leadership
    c) Both (a) & (b)
    d) None of these

29. It is strategy maker's responsibility to select strategy compatible with _____ parts of prevailing corporate culture.
    a) Changeable
    b) Unchangeable
    c) Similar
    d) None of these

30. Innovation is function of _____
    a) Entrepreneurship
    b) Intrapreneurship
    c) Both (a) & (b)
    d) None of these

31. Changes to _____ lead to change in organizational structure.
    a) System
    b) Process
    c) Strategy
    d) Controls

32. Which is not the advantage of divisional structure?
    a) Accounting is clear
    b) Performance Evaluation of employees
    c) Career development opportunity
    d) It is less costly structure

33. In response to co-coordination & control related problems in large firs which structure is developed?
    a) Network Structure
    b) Hourglass Structure
    c) M-Form Structure
    d) Matrix Structure

34. Which of these facilitate comparison between divisions, improving allocation of resources, & can be used to stimulate managers of poorly performing divisions?
    a) Strategic business unit
    b) Divisional Structure
    c) Functional Structure
    d) M-Form Structure

35. When most organization find that organizing around either functions or around products & geography provides an appropriate organizational structure, it is known as _____.
    a) Network Structure
    b) Hourglass Structure
    c) M-Form Structure
    d) Matrix Structure

36. Which is not the phase of Matrix structure?

a) Cross Functional Task Force
b) Product/Brand Management
c) Mature Matrix
d) Process Matrix Management

37. In which structure roll played by middle management is diminishing as the tasks performed by them are increasingly being replaced by the technological tools?
a) M-Form Structure
b) Network Structure
c) Hourglass Structure
d) Matrix Structure

38. Which Leadership Offers excitement, vision, intellectual stimulation and personal satisfaction?
a) Transformational
b) Transactional
c) Both (a) & (b)
d) None of these

39. Changing a _____ is very difficult because of the heavy anchor of deeply held values and habits-people
Cling emotionally to the old & familiar.
a) Problem Culture
b) Strategic Control
c) Support process
d) None of these

40. An _____ is nothing but an _____ who operates within the boundaries of organization.
a) Entrepreneur, Intrapreneur
b) Intrapreneur, Entrepreneur
c) Both (a) & (b)
d) None of these

41. Medium sized firms tend to be _____ structured.
a) Divisionally
b) Matrix
c) Hourglass
d) Network

42. _____ can be costly because it requires an elaborate, headquarters-driven control system.
a) Network Structure
b) Divisional Structure
c) Hourglass Structure
d) Matrix Structure

43. Which is not the disadvantage of M-form structure?
a) Impossible to assess individual products profit contribution

b) Top managers become over involved in solving short-run problems
c) Optimal Allocation of firm resources between products was difficult
d) None of these

44. The principal underlying the grouping is that all related products-related from the standpoint of _____ -should fall under one SBU.
   a) Control
   b) Process
   c) Function
   d) System

45. In which structure functional & products forms are combined simultaneously at the same level of organization?
   a) Network Structure
   b) Matrix Structure
   c) Hourglass Structure
   d) M-Form Structure

46. Which of these are initially used when a new product line is being introduced?
   a) Cross Functional Task Force
   b) Product/Brand Management
   c) Mature Matrix
   d) None of these

47. _____ has obvious benefit of reduced costs & it also helps in enhancing responsiveness by simplifying decision making.
   a) M-Form Structure
   b) Network Structure
   c) Hourglass Structure
   d) Matrix Structure

48. Which Leadership style motivates followers to do more originally affected to do by stretching their abilities & increasing their shelf confidence?
   a) Transformational Leadership
   b) Transactional Leadership
   c) Both (a) & (b)
   d) None of these

49. Creating & sustaining a strategy supportive culture is a job for the _____ team.
   a) Whole Management
   b) Functional Level Managers
   c) Supportive Staff
   d) None of these

50. Work of _____ is extremely challenging & they get recognition & reward for success in form of profit.
   a) Entrepreneurship

b) Intrapreneurship

c) Both (a) & (b)

d) None of these

51. Which is an organizational form in which owner-manager makes all major decisions directly & monitors all activities?

a) Network Structure

b) Hourglass Structure

c) Matrix Structure

d) Simple Structure

52. A _____ by geographic area is appropriate for organizations whose strategies are formulated to fit particular needs & characteristics of customer in different geographic areas.

a) Network Structure

b) Hourglass Structure

c) Divisional Structure

d) Matrix Structure

53. Multi-divisional structure calls for _____.

a) Creating separate division, representing separate business

b) Each division would house its functional hierarchy.

c) Division Manager have responsibility to manage day-today operations

d) All the above

54. Which of these helps a multi business corporation in scientifically grouping its businesses into a few distinct business unit?

a) Divisional Structure

b) Functional Structure

c) Strategic business unit

55. In which structure employees have two superiors, a product or project manager & a functional manager?

a) Matrix Structure

b) Network Structure

c) Hourglass Structure

d) M-Form Structure

56. Which phase involves true dual-authority structure, both functional & product structure are permanent?

a) Cross Functional Task Force

b) Product/Brand Management

c) Mature Matrix

d) None of theses

57. In which structure the promotion opportunity for lower levels diminish significantly?

a) M-Form Structure

b) Network Structure

c) Hourglass Structure
d) Matrix Structure

58. _____ uses the authority of its office to exchange rewards, such as pay and statue.
   a) Transformational Leadership
   b) Transactional Leadership
   c) Both (a) & (b)
   d) None of these

59. _____ is the attempt to create value through recognition of business opportunity.
   a) Entrepreneurship
   b) Intrapreneurship
   c) Both (a) & (b)
   d) None of these

60. _____ refers to company's value, beliefs, business principles, tradition, ways of operating and internal work environment.
   a) Strategic Intent
   b) Corporate culture
   c) Functional Structure
   d) All the above

61. In which structure the communication is direct & frequent, and new products tend to be introduced to the market quickly, which can result in a competitive advantage?
   a) Simple Structure
   b) Network Structure
   c) Hourglass Structure
   d) Matrix Structure

62. A Divisional structure _____ allows local participation in decision making & improved co-ordination within a region.
   a) By Geographic area
   b) By Product/Services
   c) By Customer
   d) By Process

63. _____ refers to operational understanding by corporate officers of the strategies being implemented within the firm's separate business units.
   a) Strategic Intent
   b) Strategic Change
   c) Strategic Control
   d) None of these

64. Which of these provides right direction to strategic planning by removing the vagueness & confusion often experienced in such multi-business enterprise?
   a) Divisional Structure
   b) Functional Structure

c) Strategic business unit

d) Simple Structure

65. Which is most complex of all designs because it depends upon both vertical & horizontal flows of authority & communication?

a) Network Structure

b) Hourglass Structure

c) Matrix Structure

d) M-Form Structure

66. In which structure many activities are outsourced?

a) Simple Structure

b) Divisional Structure

c) Functional Structure

d) Network Structure

67. According to _____ "A leader lives in the field wit his troops."

a) Sun Zi

b) H. Ross Perot

c) Igor H Ansoff

d) Willium F. Glueck

68. Which style is more appropriate in settled environment, in growing or mature industries, and in organization that are performing well?

a) Transformational Leadership

b) Transactional Leadership

c) Both (a) & (b)

d) None of these

69. Which of these involves creation of a business idea & the fusion of capital, technology & human talent to give practical shape of idea?

a) Entrepreneurship

b) Intrapreneurship

c) Both (a) & (b)

d) None of these

70. What is the role played by strategic leader?

a) Esprit de corps

b) Promoting a culture

c) Ferreting out issues

d) All the above

Answers

1	d	11	b	21	b	31	c	41	a	51	d	61	a
2	c	12	b	22	b	32	d	42	b	52	c	62	a
3	c	13	d	23	b	33	c	43	d	53	d	63	c
4	a	14	d	24	b	34	a	44	c	54	c	64	c
5	a	15	c	25	a	35	d	45	b	55	a	65	c
6	d	16	c	26	b	36	d	46	a	56	c	66	d
7	b	17	c	27	d	37	c	47	c	57	c	67	b
8	c	18	a	28	a	38	a	48	a	58	b	68	b
9	c	19	c	29	b	39	a	49	a	59	a	69	a
10	a	20	c	30	c	40	b	50	a	60	b	70	d

Chapter – 8: Strategy Implementation & Control

1. _____ strategy affects an organization from top to bottom; it affects all functional & dicisional areas of a business.
   a) Planning
   b) Implementation
   c) Forming
   d) Crafting

2. Which of these varies substantially among different types & sizes of the organization?
   a) Strategy Formulation
   b) Strategy Implementation
   c) Strategy Planning
   d) None of these

3. Which is broader term?
   a) Programme
   b) Policies
   c) Procedures
   d) Goals & Rules

4. Which of these is an action stage that requires implementation of changed strategy.
   a) Institutionalize the change
   b) Create a shared vision to manage change
   c) Recognize need for change
   d) None of these

5. Which of these involves internal changing of the individual's thought processes in order to adjust to a new environment?
   a) Compliance
   b) Identification
   c) Internalization
   d) None of these

6. Which of these is not the type of strategic control?
   a) Premise Control
   b) Strategic Surveillance
   c) Special Alert Control
   d) Processing Control

7. Strategic Implementation control unlike _____ continuously monitors the basic direction of the strategy.
   a) Special Alert Control
   b) Operational Control
   c) Premise Control
   d) Management Control

8. Question that is "Can strategy be attempted within the physical, human & financial resources of enterprise" is related with which criteria of strategic audit?
   a) Consistency
   b) Consonance
   c) Feasibility
   d) None of these

9. _____ means starting all over, starting from scratch.
   a) Benchmarking
   b) Strategic Change
   c) Business Process Re-Engineering
   d) Strategic Leadership

10. Determine the correct sequence of steps in BPR.
    i) Study the existing ii) Formulate a redesign process iii, Implement the redesign iv) Identify customers & Determine their need, v) Determining Objectives and Framework
    a) (ii),(iv),(v),(i),(iii)
    b) (iii),(iv),(ii),(v),(i)
    c) (v),(iv),(i),(ii),(iii)
    d) (iv),(i),(v),(iii),(ii)

11. _____is a point of reference against which things maybe compared and by which something can be measured and judged.
    a) BPR
    b) Strategic Change
    c) Strategic Leadership
    d) Benchmarking

12. _____ requires introduction of change in the organization to make organizational member adapt
    to the new environment.
    a) Strategic Intent
    b) Strategic Planning
    c) Strategy Crafting
    d) Strategy Implementation

13. Which of these deal with the impact of strategy formulation on strategy implementation?
    a) Forward Linkages
    b) Backward Linkages
    c) Both (a) & (b)
    d) None of these

14. _____ is a highly specific programme for which the time schedule and cost are predetermined.
    a) Project
    b) Procedure

c) Policies

d) Control

15. It takes so much time for the _____ to Change & prevail.

    a) Process

    b) Controls

    c) Culture

    d) Programs

16. _____ when new behavior becomes a normal way of life.

    a) Unfreezing

    b) Change in new situation

    c) Refreezing

    d) None of these

17. When strategy is formed on the basis of certain assumption about the complex & turbulent organizational environment.

    a) Premise Control

    b) Strategic Surveillance

    c) Special Alert Control

    d) Implementation Control

18. Which helps the managers to determine whether the overall strategy is progressing as desired or whether there is need for readjustment?

    a) Milestone Reviews

    b) Premise Control

    c) Special Alert Control

    d) Monitoring Strategic Thrusts

19. Competitive advantage normally is the result of superiority in _____ area.

    a) Resources

    b) Skills

    c) Position

    d) All the above

20. Re-Engineering begins with a fundamental _____.

    a) Redesigning

    b) Control

    c) Process

    d) Re-thinking

21. _____ are the desired end results of the redesign process which the management and organization attempts to realize.

    a) Objectives

    b) Mission

    c) Goals

    d) Vision

22. _____ helps in improving performance by learning from the best practices & the processes by which they are achieved.
    a) BPR
    b) Strategic Change
    c) Benchmarking
    d) Strategic Leadership

23. A company will be successful only when the strategy _____ is sound & _____ is excellent.
    a) Implementation, Formulation
    b) Formulation, Implementation
    c) Both (a) & (b)
    d) None of these

24. Which of these deal with the impact of strategy implementation on strategy formulation?
    a) Forward Linkages
    b) Backward Linkages
    c) Both (a) & (b)
    d) None of these

25. _____are required recourses for implementation of strategy.
    a) Procedure
    b) Project
    c) Policies
    d) Control

26. Which process simply makes the individuals or organizations aware of the necessity for change & prepares them for such a change?
    a) Unfreezing
    b) Change in new situation
    c) Refreezing
    d) None of these

27. Which is a function intended to ensure & make possible the performance of planned activities & to achieve the pre-determined goals & result?
    a) Strategic Control
    b) Strategic Change
    c) Strategic Intent
    d) None of these

28. _____ is a tool for systematic & continuous monitoring of the environment to verify the validity & accuracy of the assumption on which strategy is built.
    a) Strategic Surveillance
    b) Special Alert Control
    c) Premise Control
    d) Implementation Control

29. Which of these involves complete reassessment of strategy & also assesses thee need to continue or refocus the direction of an organization?
   a) Milestone Reviews
   b) Premise Control
   c) Special Alert Control
   d) Monitoring Strategic Thrusts

30. _____ are simply a set of activities that transforms a set of inputs into a outputs for another person.
   a) Business Process
   b) Strategic Controls
   c) Analytical Programs
   d) Market Policies

31. _____ means going to the root of the problem areas and not attempting to make any superficial changes.
   a) Fundamental Re-thinking
   b) Radical Redesigning
   c) Dramatic Improvement
   d) All the above

32. Impact of IT system on BPR are identified by ____
   a) Compression of time
   b) Overcoming restrictions of geography
   c) Restriction of relationship
   d) All of these

33. Which step involves selecting the type of benchmarking & by which organizations identify realistic opportunity for improvements?
   a) Identifying the need for benchmarking
   b) Identify best processes
   c) Evaluation
   d) Clearly understanding existing business processes

34. Which of these is manage forces during the action?
   a) Strategy Formulation
   b) Strategy Implementation
   c) Strategy Planning
   d) None of these

35. In forward linkages organizational structure has to undergo a change in the light of the requirements of _____.
   a) Modified Strategy
   b) Old Strategy
   c) Classic Strategy
   d) None of these

36. Which is the issue to be considered in strategy implementation?
    a) Project Implementation
    b) Procedure Implementation
    c) Resource Allocation
    d) All the above

37. _____ is a process of breaking down old attitudes & behaviors, customs & traditions throughout organization.
    a) Unfreezing
    b) Change in new situation
    c) Refreezing
    d) None of these

38. _____ intend to enable the organization to continuously learn from its experience and to improve its capability to cope with demands of organizational growth & development.
    a) Strategic Control
    b) Strategic Change
    c) Strategic Intent
    d) None of these

39. Which of these involves general monitoring of various sources of information to uncover unanticipated information having a bearing on the organizational strategy.
    a) Strategic Surveillance
    b) Special Alert Control
    c) Premise Control
    d) Implementation Control

40. Which activity is included in strategic audit process?
    a) Examining underlying bases of firm's strategy
    b) Comparing expected results with actual results
    c) Ensuring that performance conforms to plan
    d) All the above

41. Which of these is a set of logically related tasks or activities oriented towards achieving a specified outcome?
    a) Strategic Controls
    b) Analytical Programs
    c) Market Policies
    d) Business Process

42. _____ is meant for replacement of the old process by altogether new one to achieve dramatic improvement in the performance.
    a) Benchmarking
    b) Strategic Change
    c) Re-Engineering
    d) Strategic Leadership

43. IT-initiatives, thus, provide business values in form of efficiency _____.
    a) By way of increased productivity
    b) By way of better management
    c) By way of improved products/services
    d) None of these

44. Which step of benchmarking involve compiling information & data on performance & includes mapping process?
    a) Identifying the need for benchmarking
    b) Identify best processes
    c) Evaluation
    d) Clearly understanding existing business processes

45. Which of these focuses on effectiveness ?
    a) Strategy Formulation
    b) Strategy Implementation
    c) Strategy Planning
    d) None of these

46. Strategy formulation is primarily an _____ activity, based on strategic decision making.
    a) Entrepreneurial
    b) Promotional
    c) Virtualize
    d) None of these

47. It is essential that _____ managers be involved as much as possible in the strategy formulation process.
    a) Strategy Formulation
    b) Strategy Implementation
    c) Both (a) & (b)
    d) None of these

48. Which is not the method given by H.C. Kalman for reassigning new patterns of behavior?
    a) Compliance
    b) Identification
    c) Internalization
    d) Stratification

49. Which is not the type of organizational control?
    a) Organizational Control
    b) Management Control
    c) Qualitative Control
    d) Strategic Control

50. _____ involves casual environmental browsing, reading financial & other newspapers, magazines etc.
    a) Special Alert Control

b) Strategic Surveillance

c) Premise Control

d) Implementation Control

51. Which is not the criteria of Richard Rumelt for strategic audit?

a) Consistency

b) Consonance

c) Feasibility

d) Disharmony

52. Which is a collection of activities that creates an output of value to the customer & often transcends departmental or functional boundaries?

a) Strategic Controls

b) Business Process

c) Analytical Programs

d) Market Policies

53. Process pertaining to development & delivery of product(s) and/or services does not include _____.

a) Manufacturing

b) Procurement

c) Engineering

d) Advertising

54. IT-initiatives, thus, provide business values in form of effectiveness _____.

a) By way of increased productivity

b) By way of better management

c) By way of improved products/services

d) None of these

55. The concept of _____ is much broader than mare _____ as there are major strategic dimensions involved.

a) Controlling, Benchmarking

b) Procedure, Programme

c) Benchmarking, Controlling

d) All the Above

56. Strategy Formulation is primarily an _____ process.

a) Intellectual

b) Irrational

c) Impudent

d) None of these

57. Programmes lead to the formulation of _____.

a) Process

b) Control

c) Projects

d) Planning

58. _____ is a complex process that involves a corporate strategy focused on new markets, products, services and new ways of doing business.
    a) Strategic Change
    b) Strategic Intent
    c) Strategic Control
    d) None of these

59. Which of these is achieved by strictly enforcing the reward & punishment strategy for good or bad behavior?
    a) Compliance
    b) Identification
    c) Internalization
    d) None of these

60. Which control is more inclusive & more aggregative control?
    a) Management Control
    b) Operational Control
    c) Supportive Control
    d) Processing Control

61. Sudden change in government, natural calamities, terrorist attacks, industrial disasters etc.
    a) Special Alert Control
    b) Strategic Surveillance
    c) Premise Control
    d) Implementation Control

62. _____ refers to the need for strategists to examine sets of trends, as well as individual trends, in auditing strategy.
    a) Consistency
    b) Consonance
    c) Feasibility
    d) Disharmony

63. A set of interconnected processes comprise a _____.
    a) Business System
    b) Analytical Program
    c) Market Policy
    d) Strategic Control

64. Process involving interface(s) with customer is _____.
    a) Manufacturing
    b) Procurement
    c) Advertising
    d) Reporting

65. IT-initiatives, thus, provide business values in form of Innovation _____.

a) By way of increased productivity

b) By way of better management

c) By way of improved products/services

d) None of these

66. Which of these requires combination among many people?

a) Strategy Formulation

b) Strategy Implementation

c) Strategy Planning

d) None of these

67. Strategies should lead to formulation of different kind of _____.

a) Process

b) Control

c) Project

d) Programmes

68. Determine the correct sequence of strategic change.

i) Institutionalize the change, ii) Create a shared vision to manage change, iii) Recognize need for change

a) (i),(iii),(ii)

b) (iii),(ii), (i)

c) (ii),(iii),(i)

d) (i),(ii),(iii)

69. _____ occurs when members are psychologically impressed upon to identify them selves with some given role models whose behavior they would like to adopt & try to become like them.

a) Compliance

b) Identification

c) Internalization

d) None of these

70. How many types of strategic controls are there?

a) Two

b) Three

c) Four

d) Five

71. _____ is directed towards assessing the need for changes in the overall strategy in light of unfolding events & results associated with incremental steps & action.

a) Special Alert Control

b) Strategic Surveillance

c) Premise Control

d) Implementation Control

72. Which is the final broad test of strategy?

a) Consistency
b) Consonance
c) Feasibility
d) Disharmony

73. Which of these refers to the analysis & redesign of workflows and processes both within and between the organization?
    a) Business Process Re-Engineering
    b) Benchmarking
    c) Strategic Change
    d) Strategic Leadership

74. Process that comprise management activities is _____.
    a) Material Management
    b) Order Fulfilment
    c) Engineering
    d) Building Infrastructure

75. _____ helps an organization to get ahead of competition.
    a) BPR
    b) Benchmarking
    c) Strategic Change
    d) Strategic Leadership

Answers

1	b	11	d	21	a	31	b	41	d	51	d	61	a	71	d
2	b	12	d	22	c	32	d	42	c	52	b	62	b	72	c
3	a	13	a	23	b	33	a	43	a	53	d	63	a	73	a
4	a	14	a	24	b	34	b	44	d	54	b	64	c	74	d
5	c	15	c	25	b	35	a	45	a	55	c	65	c	75	b
6	d	16	c	26	a	36	d	46	a	56	a	66	b		
7	b	17	a	27	a	37	a	47	c	57	c	67	d		
8	c	18	d	28	c	38	a	48	d	58	a	68	b		
9	c	19	d	29	a	39	a	49	c	59	a	69	b		
10	c	20	d	30	a	40	d	50	b	60	a	70	c		