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1806E531

Candidate's Seat No : _____

MITF Semester 2 Examination

MITF 111

Global Strategic Management

June-2024

Time : 2-30 Hours]

[Max. Marks : 70

Note: There are 5 questions; each question carries (14 Marks).

Answer the following question in detail.

Q1. Define strategy v/s policy and its significance?

OR

Q1. Define mission, vision and objective in Business Strategy?

Q2. What is RESOURCE BASED VIEW in internal environment analysis?

OR

Q2. Define Strategy and different level of strategy?

Q3. Define PESTEL analysis and its importance?

OR

Q3. Define VRIO framework and its advantage and limitations?

Q4. Define Strategic Implementation and Control and importance of Strategic implementation ?

OR

Q4. Explain Global Value Chain and What are the Benefits of Global Value Chain ?

(P.T.O)

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Q5. Choose the correct answer (Any 14)

Multiple-Choice Questions

1: Who is called the Father of Strategic Management?

- a) Chandler
- b) Igor Ansoff
- c) Michael Porter
- d) John Nash

2: What is the starting point of Strategic Intent?

- a) Goal
- b) Objective
- c) Vision
- d) Mission

3: Hierarchy of Strategic Intent:

- a) Vision > Mission > Goals > Objectives > Plans
- b) Mission > Vision > Goals > Objectives > Plans
- c) Plans > Vision > Mission > Goals > Objectives
- d) Goals > Vision > Mission > Objectives > Plans

4: SWOT stands for

- a) Services worldwide optimization and transport
- b) Special weapons for operations for timeless
- c) Strength weakness opportunities and threats
- d) Strength worldwide overcome threats

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5: Which of the following is not a major element of the strategic management process?

- a) Formulation strategy
- b) Implementing strategy
- c) Evaluating strategy
- d) Assigning administrative tasks

6: Competitive advantage can be best described as

- a) Increased efficiency
- b) What sets an organisation apart
- c) A strength and the organisations
- d) Intangible resources

8: An organisation strategy ____

- a) Remains set in place longer than the mission and objectives
- b) Generally forms over a period of time as events unfold
- c) Trends to be formed at the same time the mission is developed
- d) None

9: The primary focus of strategic management is

- a) Strategic analysis
- b) The total organisation
- c) Strategy formulation
- d) None

10: The corporate level is where top management directs

- a) All employees for orientation
- b) Its efforts to stabilise recruitment needs
- c) Overall strategy for the entire organisation
- d) Overall sales projections

(P.T.O)

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11: Selling all of a company's assets for their tangible worth is called

- a) Divestiture
- b) Concentric Diversification
- c) Liquidation
- d) Unrelated integration

12: What are the guides to decision making?

- a) Rules
- b) Procedures
- c) Goals
- d) Policies

13: Low cost, Differentiation and Focus are examples of

- a) Corporate strategies
- b) Operational strategies
- c) Business strategies
- d) Functional strategies

14: Which environment can create new markets and new business segments?

- a) Political environment
- b) Economic environment
- c) Sociocultural environment
- d) Technological environment

15: The word tactics is most likely to be associated with

- a) Business strategy
- b) Corporate strategy
- c) Operational strategy
- d) All of the above

16: How many cells are there in a SWOT matrix?

- a) 6
 - b) 9
 - c) 5
 - d) 2
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