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Register Number:

DATE:

**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**UG – II SEMESTER**

**SEMESTER EXAMINATION: APRIL 2022**

(Examination conducted in July-August 2022)

**BC OE 04: Business Strategy and Innovation**

Time- 1 ½ hrs Max Marks-60

**I.** Answer the following multiple choice questions: (**1X60=60 marks)**

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a change that occurs when managers or employees make a conscious effort to change in response to a specific problem.
   1. Unplanned change
   2. Physical change
   3. Planned change
   4. Mental change
2. No matter whether your organization is a public organization or a private organization \_\_\_\_\_\_\_\_\_has control on it.
   1. Government
   2. People
   3. Other Nations
   4. Terrorists
3. Organizations are required to adapt to these changing \_\_\_\_\_\_\_\_\_\_\_\_\_in order to keep up with the competition.
   1. Money value
   2. Tax applications
   3. Technologies
   4. Customs
4. Companies are forced to apply \_\_\_\_\_\_\_\_\_\_\_\_\_\_on its products when a competitor company introduces a product with similar features but at lower prices.
   1. Research and development
   2. Cost cutting
   3. Modification
   4. Changes
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_means when two companies come together to work.
   1. Merger
   2. Coordination
   3. Consultation
   4. Motivation
6. Arrange the order of the following steps involved in managing planned change.
   1. Recognize the need for change.
   2. Develop the goals of the change.
   3. Select a change agent.
   4. Diagnose the current climate.
7. a, c, b, d
8. d, b, c, a
9. a, b, c, d
10. d, a, b, c
11. Arrange the following steps involved in choosing a strategy:
    1. [Collect successful strategies data from other communities](https://www.health.ny.gov/statistics/chac/chstrategy.htm)
    2. [Review research-based strategies that address your problem](https://www.health.ny.gov/statistics/chac/chstrategy.htm)
    3. [Choose strategies](https://www.health.ny.gov/statistics/chac/chstrategy.htm)
    4. [Develop evaluation design](https://www.health.ny.gov/statistics/chac/chstrategy.htm)
12. 1,3,2,4
13. 2,3,4,1
14. 3,1,2,4
15. 1,2,3,4
16. \_\_\_\_\_\_\_\_\_\_ is based on knowledge.
    1. Gaming
    2. Innovation
    3. Research
    4. Skills
17. The idea of the learning organization developed from a body of work is called as  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
    1. System thinking
    2. Team Learning
    3. Personal mastery
    4. Mental Models
18. Assumptions and generalizations held by individuals and organizations are called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
    1. System thinking
    2. Team Learning
    3. Personal mastery
    4. Mental Models
19. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_occurs randomly and spontaneously without any specific intention on the part of managers or employees of addressing a problem.
    1. Unplanned change
    2. Planned change
    3. Strategic change
    4. Systematic change
20. Organization’s change their production process with the changes in the needs and aspirations of people, this change is related to \_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Political change
    2. Social change
    3. Environmental change
    4. Economic change
21. The commitment by an individual to the process of learning is known as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Personal mastery
    2. System thinking
    3. Team Learning
    4. Mental Models
22. The accumulation of individual learning constitutes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Collaborative learning
    2. Considerate learning
    3. Team Learning
    4. System thinking
23. The development of a ­­­­­­­­­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is important in motivating the staff to learn, as it creates a common identity that provides focus and energy for learning.
    1. Served vision
    2. Superior vision
    3. Shared vision
    4. Super vision
24. Who advocated the process of reciprocation?
    1. Harry Larson
    2. Henry Levinson
    3. Henry Larson
    4. Harry Levinson
25. Situational advice is given by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Ethical Officers
    2. Directors
    3. Managers
    4. Shareholders
26. Eisenhower Matrix has four quadrants. Which is the last quadrant?
    1. Important but not urgent
    2. Important and urgent
    3. Not important, not urgent
    4. Urgent but not important
27. The R in SMART goal setting stands for \_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Reciprocate
    2. Relevant
    3. Reasonable
    4. Recreation
28. Arrange the steps involved in strategies to achieve objectives
29. Set SMART goals
30. Create a clear plan of action
31. Mitigate distractions when you try to achieve goals in business
32. Employ efficient time management
33. b ,c ,d ,a
34. c ,d ,a ,b
35. d ,a ,b ,c
36. a ,b ,c ,d
37. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is based on the assumption that individual goals and organizational goals are not totally opposing.
    1. Fusion Process
    2. Socialization process
    3. Personalization process
    4. Inducement contribution process
38. The process by which the individual is made into an agent of the formal organization is called the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Informal socializing process
    2. Systematic socializing process
    3. formal socializing process
    4. Continuous socializing process
39. Mission Statement does not cover \_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Company product or service
    2. Personal motive
    3. Market
    4. Technology
40. ‘O’ in the VMOSA strategic analysis framework stands for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
    1. Organisation
    2. Occupation
    3. Objectives
    4. Opinion
41. The VMOSA framework is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ concept.
    1. Rainfall
    2. Snowfall
    3. Foam fall
    4. Waterfall
42. Another word for ‘Action Plan’ in the VMOSA framework is \_\_\_\_\_\_\_\_\_\_\_
    1. Active Plan
    2. Tactics
    3. Strategic Plan
    4. Structuring
43. \_\_\_\_\_\_\_\_\_\_\_\_involves the development of an action plan designed in order to motivate and guide a person or group toward a goal.
    1. Formulation of mission
    2. Identifying Vision
    3. Goal setting
    4. Action Plan
44. “To achieve the position of Director, with the required qualification and skill sets within this year” is more appropriate to which part of the SMART goals.
    1. Measurable
    2. Relevant
    3. Achievable
    4. Time Based
45. The term ‘Business’ is derived from the word \_\_\_\_\_\_\_\_\_\_\_\_
    1. Bored
    2. Barter
    3. Busy
    4. Banking
46. Any economic activity which leads to generation of \_\_\_\_\_\_\_\_\_\_ is considered as business.
    1. Profit
    2. Subsidiaries
    3. More goods and services
    4. Social value
47. \_\_\_\_\_\_\_\_\_\_refers to determining the fundamental long-term organizational goals.
    1. Mission
    2. Structure
    3. Strategy
    4. Objectives
48. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is a continuous process that enables organizations to adapt to the ever-changing, dynamic environment.
    1. Structure planning
    2. Strategic planning
    3. Systematic planning
    4. Shared service
49. \_\_\_\_\_\_\_\_\_\_are the formal rules of an organization that inform employees about decision-making.
    1. Strategy
    2. Guidelines
    3. Policies
    4. Controls
50. Strategy is most effective when an organization is able to develop it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_a new project.
    1. after beginning
    2. in between
    3. end of
    4. before beginning
51. Policy is typically created by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_in the private sector.
    1. Upper-level management
    2. Middle-level management
    3. Lower-level management
    4. All the management
52. ­­­­­­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the process of setting goals, procedures, and objectives in order to make a company or organization more competitive.
    1. Strategic planning
    2. Strategic thinking
    3. Strategic management
    4. Strategy
53. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is the process of developing a blueprint for the work you will do against that direction.
    1. Strategic management
    2. Strategic thinking
    3. Strategy
    4. Strategic planning
54. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_assumes that the decision maker is a unique actor who behaves intelligently.
    1. Rational-analytical approach
    2. Intuitive-Emotional
    3. Political- Behavioural
    4. Administrative Approach
55. \_\_\_\_\_\_\_\_\_\_\_\_suggests that rather than conducting an exhaustive search for the best possible alternative, decision makers tend to search only until they identify an alternative that meets some minimum standard of sufficiency.
    1. Sacrificing
    2. Satisficing
    3. Sufficiency
    4. Sophistication
56. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_defines the markets and businesses in which a company will operate.
    1. Business strategy
    2. Functional strategy
    3. Operating strategy
    4. Corporate strategy
57. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is formulated at the operating units of an organization.
    1. Corporate strategy
    2. Operating strategy
    3. Business strategy
    4. Functional strategy
58. Strategic management process is a \_\_\_\_\_\_\_\_\_\_culture of appraisal that a business adopts to outdo the competitors
    1. Continuous
    2. Inter mediate
    3. Corporate
    4. Campus
59. Rearrange the Strategic Management Process.
    1. Evaluation and Control
    2. Strategy implementation
    3. Goal setting
    4. Analysis
    5. Strategy formulation
60. c, d, e, b, a
61. a, b, c, d, e
62. b, c, d, e, a
63. c, b, d, a, e
64. The reasons why a corporate strategy is important -----
65. It considers each business unit and does not focus on the entire company.
66. It can help prevent the implementation of any other plan or strategy that can be counterproductive or not viable for the company's healthy growth.
67. It cannot help the company create appropriate contingency plans to implement when the need arises.
68. A corporate strategy gives an ending point to build individual business unit strategies
69. Which type of strategy "Actively block competitors who attempt an attack on the firm."?
70. Defensive Strategy
71. Offensive Strategy
72. Generic Strategy
73. None of the options
74. A firm that uses just defensive strategy may not be able to maintain its current position and competitive advantage, but can grow beyond this situation
75. True
76. False
77. The offensive strategy has the following principles -
78. The need to concentrate the attack.
79. The element of surprise in the right time.
80. The need to consolidate the attack.
81. All of the options
82. Flanking or market segmentation is the alternative for which type of strategy
83. Defensive Strategy
84. Offensive Strategy
85. Generic Strategy
86. Choose the incorrect statement -

(1) Corporate strategy is the design framework of the firm growth and development.

(2) Its main objectives are the growth of the company in a particular direction, extent, pace and timing.

(3) It cannot help the company create appropriate contingency plans to implement when the need arises.

(4) It determines the company’s mission, vision and long-term development and growth of firms.

1. (1) and (2)
2. (1) and (3)
3. (4) and (3)
4. only (3)
5. In the acronym SWOC 'o' stands for \_\_\_\_\_\_\_\_\_\_\_.
6. Obstacles
7. Opportunities
8. Openings
9. Objections
10. How often should a SWOT Analysis be performed?
11. Only when specific issues need to be addressed
12. At least once per year
13. Only when the business starts
14. Every 3-5 years
15. Who usually conducts a SWOT Analysis for a business?
16. Financial Institutions/Banks
17. Lawyers
18. Employees
19. Managers
20. Porter's generic strategies are
21. Low price, differentiation, focus
22. Cost leadership, differentiation, cost focus, focus differentiation
23. Price leadership, differentiation, focus
24. Low cost, differentiation, focus differentiation
25. Who develops an operating strategy for each set of annual objectives in the departments or divisions?
    1. Managers
    2. Directors
    3. Shareholders
    4. Suppliers
26. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_was one of the first person to recognize that decisions are not always made with rationality and logic.
    1. Herbert A Simon
    2. Hubert Semeion
    3. Herald Patrick
    4. Henry Newton
27. \_\_\_\_\_\_\_\_\_is an innate belief about something without conscious consideration.
    1. Intuition
    2. Interest
    3. Induction
    4. Inclusion
28. \_\_\_\_\_\_\_\_\_\_\_\_allows users to deal with uncertainty in the most advantageous method possible
    1. Strategy
    2. Policy
    3. Objective
    4. Goal
29. Strategy is derived from the word \_\_\_\_\_\_\_\_\_\_\_
    1. Strategos
    2. Stress
    3. Strato
    4. Strate
30. \_\_\_\_\_\_\_\_\_\_\_is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities.
    1. Business
    2. Strategy
    3. Policy
    4. Goals
31. \_\_\_\_\_\_\_\_\_\_\_\_is similar or identical to written law, it can often seem inflexible.
    1. Policy
    2. Strategy
    3. Rules
    4. Guidelines