1. Competitive landscape requires the application of-
   a) Competitive advantage
   b) Competitive strategy
   c) Competitive acumen
   d) Competitive intelligence

2. 'Determinants Analysis' falls in the purview of?-
   a) External competitive strategy analysis
   b) Internal competitive strategy analysis
   c) Strategic risk
   d) Competitive landscape

3. The concept of 'core competence' has been advocated by-
   a) Gary Hamel and Peter Drucker
   b) C.K. Prahlad and Gary Hamel
   c) C.K. Prahlad and Michael Porter
   d) C.K. Prahlad and Peter Drucker

4. Corporate level strategy is concerned with the following-
   a) How do we want to compete?
   b) Where do we want to compete?
   c) How to support the strategy implementation?
   d) All of the above

5. 'Customer Analysis' and 'Market Analysis' are the part of-
   a) Internal analysis
   b) Strategy identification and selection
   c) External Analysis
   d) None of the above

6. 'Strategic group mapping' involves-
   a) Identifying the strongest rival companies
   b) Identifying weakest rival companies
   c) Identifying weakest and strongest rival companies
   d) None of the above

7. 'Attractiveness of firms' while conducting industry analysis should be seen in-
   a) Relative terms
   b) Absolute terms
   c) Comparative terms
   d) All of the above
8. Which of the following is true of a transnational Corporation:
   a) They have subsidiaries but do not have centralized management system
   b) They have no subsidiaries but have centralized management system
   c) They do not have subsidiaries and do not have centralized management system
   d) They have subsidiaries and have a centralized management system

9. A campaign advocating the message of ‘SAVE WATER’ is:
   a) Services Marketing
   b) Holistic marketing
   c) Social Marketing
   d) Direct Marketing

10. Entering into a ‘contract’ by MNCs is an example of:
    a) Partial Ownership Alliance
    b) Joint Venture Alliance
    c) Non-Equity Alliance
    d) Joint Ownership Alliance

11. “Competitor’s Differentiation’, Customer Value’ and ‘Application of Competitiveness’ are the three important areas of:
    a) Value Chain Analysis
    b) Business Process Re-engineering
    c) Competitor Analysis
    d) Core Competence Concept

12. ‘Inbound and Outbound logistics” are related to:
    a) Supply Chain Management
    b) Logistics Management
    c) Value Chain Analysis
    d) All of the above

13. A tool by which management identifies and evaluates the various businesses that make up a company is termed as:
    a) Value Chain Analysis
    b) Portfolio Analysis
    c) Competition Analysis
    d) Strategic Analysis

14. ‘Build,’ ‘Hold,’ ‘Harvest,’ and ‘Divest’ are the strategies pursued in:
    a) Boston Consulting Group Growth Share Matrix
    b) Value chain Analysis
    c) Managerial Grid Matrix
    d) Ansoff’s Product Matrix Growth Matrix
15. The low growth, low share businesses in BCG matrix are:
   a) Cows
   b) Dogs
   c) Cats
   d) Question Marks

16. An advertisement says, ‘Have Roohafza with milk and lassi too’. Which strategy is the company trying to use:
   a) Market Development
   b) Product Development
   c) Market Penetration
   d) All of the above

17. ADL matrix has been propounded by:
   a) Arthur D. Lowey
   b) Arthur D. Little
   c) Arthur D. Levin
   d) Arthur D. Louise

18. Geographical Diversification, Product diversification and Entry Mode are the domains of:
   a) Functional Strategy
   b) Business Strategy
   c) Corporate Strategy
   d) All of the Above

19. Which of the following bases of competitive advantage is/are more sustainable:
   a) Benefit-based competitive advantage
   b) Price-based competitive advantage
   c) Cost-based competitive advantage
   d) All of the above

20. The Niche strategy is the best way to enter a:
   a) New market
   b) Growing market
   c) Maturred market
   d) None of the above

Answer Key

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