



Question Bank For PG Course

Commerce

11th Paper

STRATEGIC MANAGEMENT : PGCO-XI

Question 1

Strategy is derived from

Question 2

Strategy can be classified according to

Question 3

Strategy acts as a

Question 4

Strategic management takes into consideration the broad range of

Question 5

Important Strategists include

Question 6

In a multi-business firm, the levels of strategy include

Question 7

A strategic intent conveys

Question 8

What is the full form of ETOP?

Question 9

Stability Strategy means

Question 10

Growth strategy includes

Question 11

Retrenchment strategy means

Question 12

Centralisation refers to the distribution of power

Question 13

The BCG Matrix was developed by the

Question 14

Barriers in the context of strategic control includes

Question 15

In measuring performance, the approach that can be used may be stated as

Question 16

The process of strategic management begins with a

Question 17

A hierarchy of strategic intent encompassing the

Question 18

Strategy implementation phase comes in

Question 19

Top manager may be

Question 20

In strategic management, Board of Directors

Question 21

Levels of strategy mean

Question 22

Econometric technique helps to predict the

Question 23

The full form of SAP is

Question 24

In case of a growth strategy, the firm sets objectives

Question 25

In case of concentration strategy , the firm tries to concentrate

Question 26

In case of vertical integration, the firm combines activities

Question 27

Divestment means when a firm

Question 28

In case of liquidation

Question 29

Merger means

Question 30

General Electric Company of US has developed