

BUS428

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1. SBU that are $\frac{1}{4}$ question marks have a small share of a $\frac{1}{4}$ market.

fixed-growth

--->> high-growth

low-growth

average-growth

2. SWOT Analysis helps in strategic planning in $\frac{1}{4}$ manner

It is a source of information for strategic planning, Builds organization's strengths, Reverse its weaknesses, Maximize its response to opportunities.

Overcome organization's threats, It helps in identifying core competencies of the firm, It helps in setting of objectives for strategic planning, It helps in knowing past, present and future so that by using past and current data, future plans can be chalked out.

--->> A and B above

none of the above

3. Michael Porter's

two forces

--->> five forces

six forces

seven forces

4. The Key External Forces on Environmental Analysis can be divided into $\frac{1}{4}$ broad categories

six

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seven

ten

5. Special tools that managers can use for assistance in formulating strategies omit
PEST Analysis Application
Critical question analysis
SWOT analysis

--->> Business administration analysis

6. The ST strategy is based on the organization's strength to deal with threats in the environment.

employees

--->> environment

managers

all of the above

7. According to Porter, intense rivalry is related to the presence of the underlisted factors except
number of competitors , rate of industry growth , product or service characteristics.

amount of fixed costs

--->> incapacity

height of exit barriers , diversity of rivals.

8. From the point of view of an organisation, strategic alternatives may be classified on the basis of degree of risk which prohibit
Moderate risk strategic alternatives
High risk strategic alternatives

Low risk strategic alternatives

9. Environmental scanning is the monitoring, evaluating and disseminating of information from the external environment to the key people within the business.

--->> sanitary

scanning

census

ceiling

10. An important part of an external audit is identifying rival firms and determining their strengths, weaknesses, capabilities, opportunities, threats, objectives, and strategies.

taxes

--->> audit

publicity

manual

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