

10. Horizontal integration is concerned with
a) Production b) Quality
c) Product planning d) All of the above
11. Micro environment is the environment of a company.
a) Working b) Human
c) External **d) Internal**
12. Strategic management is mainly the responsibility of _____
a) Lower management **b) Middle management**
c) Top management d) All of the above
13. Which is not a step in Porters five forces model .
a) Threat of entry b) Rivalry among existing firms
c) Threat of substitution **d) Threat of Bankruptcy**
14. Systems are formal and informal rules and regulations that complement the company
a) strategy **b) structure**
c) system d) environment
15. _____ is the process of seeking information about relationships and events in the external environment.
a) Environment analysis b) Strategic management
c) Strategic issue d) Environment issue
16. An issue that is about trends, culture and values' is what kind of issue.
a) Social b) Political
c) Legal d) Macro
17. _____ is identifies and analyses the best practitioners elsewhere in the world.
a) Benchmarking b) process benchmarking
c) international benchmarking d) strategic benchmarking .
18. _____ standards indicate how much profit should be incurred within a given period of time
a) Profitability standards b) Market standards
c) Productivity standards d) Employee standards
19. It is an intellectual activity translated into operational process that requires knowledge and expertise of the managers for smooth execution.
a) Varied skills b) Strategy
c) Action d) Management
- 20 From the following which is not an internal factor?
a) Dealer b) vision
c) management philosophy d) Corporate image
21. _____ is the technique that helps the strategist to take decisions with regards to the individual products and businesses in the firm's portfolio.
a) swot analysis b) Profit analysis
c) Corporate portfolio analysis d) Industry analysis

