

24. The primary focus of strategic management is
- A) Strategic analysis B) The total organization
C) Strategy formulation D) None
- Ans: B) The total organization**
25. Who is called the Father of Strategic Management?
- A) Chandler B) Igor Ansoff
C) Michael Porter D) John Nash
- Ans: B) Igor Ansoff**
26. Which of the following is not a characteristic of strategic management that makes it different from other types of management?
- A) It is interdisciplinary. B) It has an external focus.
C) It has an internal focus.
D) It concerns the present direction of the organization.
- Ans: D) It concerns the present direction of the organization.**
27. Low cost, Differentiation, and Focus are examples of _____
- A) Corporate strategies B) Operational strategies
C) Business Strategies D) Functional strategies
- Ans: C) Business Strategies**
28. What does Dog symbolize in the BCG matrix?
- A) Introduction B) Growth
C) Maturity D) Decline
- Ans: D) Decline**
29. Which of the following variable is not known in IRR?
- A) Discount Rate B) Terminal Inflows
C) Life of the project D) Initial Cash Flows
- Ans. A) discount rate**
30. According to the traditional approach what is the effect of an increase in the degree of leverage on the valuation of the firm
- A) remains unaffected B) increases first and then decreases
C) decreases D) increases
- Ans. B) increases first and then decreases**
31. Bird in hand - argument is given by
- A) Residuals theory B) Walter model
C) MM model D) Gordon's model

