

TEST – 1

Q.1 which of the following is not related with Porter's Diamond Model

1. Demand condition
2. Related and supporting industries
3. Industry strategy, structure and rivalry
4. Factor conditions

Q.2 the support activities in Porter's value chain are which of the following

1. Infrastructure, HRM, procurement, sales and marketing
2. Technology, infrastructure, operations, HRM
3. Procurement, technology, HRM, infrastructure
4. Infrastructure, technology, operations, procurement

Q.3 According to Porter which of the following activity support the entire value chain:

1. Procurement
2. Operations
3. HRM
4. Infrastructure

Q.4 according to Porter, if an organization does not follow either a cost reduction strategy or product differentiation strategy they are:

1. Hybrid
2. Incompetent
3. Question mark
4. Stuck in the middle

Q.5 In Porter's Generic Strategies model, a focus strategy involves:

1. Selling limited products
2. Selling to a narrow customer segment
3. Selling to one region only
4. Selling products that have narrow use

Q.6. Find the odd one out:

1. Demand conditions
2. Government
3. Related industries
4. Factor conditions

Q.7 Kim Chan and Renee Mouborgne talks about an uncontested market place which is:

1. Red ocean
2. Blue ocean
3. Blue ocean strategy
4. Red ocean strategy

Q.8 Blue ocean strategy consist of four stages, the correct sequence is:

1. Eliminate, raise, create, reduce
2. Eliminate, reduce, create, raise
3. Eliminate, create, raise, reduce
4. Eliminate, reduce, raise, create

Q.9 In Porter's Five Force model economies of scale, capital requirements, access to distribution channel, latest technology are barriers to which of the following element:

1. Bargaining power of buyers
2. Threat of close substitutes
3. Competitive rivalry among firms
4. Threat of new entrants

Q.10 Polycentric approach is also known as

1. Host country approach
2. Home country approach
3. Global approach
4. Hybrid approach (both home and host)

Q.11. Farmers in an area, gather to form a cooperatives in order to sell their products to buyers directly, replacing their previous middleman. This is an example of

1. Forward integration
2. Backward integration
3. Supplier power
4. Threat of entry

Q.12. The bargaining power of supplier is low compared to the buyer firm in case where:

1. There is a threat of new entrants
2. The firm has many suppliers
3. Supplier is only one in the industry
4. Volume of sales is high

Q.13. The bargaining power of buyer is high when:

1. The product is differentiated
2. The product is undifferentiated
3. They have little information
4. The buyer requires a high quality product

Q.14 Which strategy of Michael Porter states that the national home base of an organization with factors, create competitive advantage on a global scale

1. Porter's value chain
2. Porters generic strategy
3. Porters diamond model
4. Porters Five force model