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OPERATIONS MANAGEMENT & STRATEGIC MANAGEMENT  
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**OPERATIONS MANAGEMENT**

1. Number of product varieties that can be manufactured in Job product on is:

- (a) Limited to one or two
- (b) Large varieties of products**
- (c) One only
- (d) None of the above.

2. Number of product varieties that can be manufactured in Mass product on is:

- (a) One only
- (b) Two only
- (c) Few varieties in large volumes**
- (d) Large varieties in small volumes.

3. In general number of product varieties that can be manufactured in Flow product on is:

- (a) One only**
- (b) Ten to twenty varieties
- (c) Large varieties
- (d) Five only.

4. Generally the size of the order for product on in Job product on is:

**(a) Small**

(b) Large

(c) Medium

(d) Very large.

5. Generally in cont nuous product on the product on is carried out to:

(a) Customer's order

(b) Government orders only

**(c) For stock and supply**

(d) Few rich customers.

6. Inventory cost per product in intermit ent product on is:

**(a) Higher**

(b) Lowest

(c) Medium

(c) Abnormal

7. The material handling cost per unit of product in Cont nuous product on is:

(a) Highest compared to other systems

**(b) Lower than other systems**

(c) Negligible

(d) Cannot say.

8. Rout ng and Scheduling becomes relat vely complicated in

(a) Job product on

**(b) Batch production**

(c) Flow production

(d) Mass production.

9. The starting point of Production cycle is:

(a) Product design

(b) Production Planning

(c) Routing

**(d) Market research.**

10. Variety reduction is generally known as:

(a) Less varieties

**(b) Simplification**

(c) Reduced varieties

(d) None of the above.

11. Preferred numbers are used to:

**(a) To determine the number of varieties that are to be manufactured**

(b) To test the design of the product

(c) To ascertain the quality level of the product

(d) To evaluate the production cost.

12. The act of assessing the future and making provisions for it is known as

(a) Planning

**(b) Forecasting**

(c) Assessment

(d) Scheduling.

13. For a marketing manager, the sales forecast is:

(a) Estimate of the amount of unit sales or a specified future period

(b) Arranging the sales men to different segments of the market

(c) To distribute the goods through transport to satisfy the market demand

(d) To plan the sales methods.

14. The time horizon selected for forecasting depends on:

(a) The salability of the product

(b) The selling capacity of Salesman

(c) Purpose for which forecast is made

(d) Time required for product on cycle.

15. For product on planning:

(a) Short term forecasting is useful

(b) Medium term forecasting is useful

(c) Long term forecasting is useful

(d) Forecasting is not useful.

16. In general, medium range forecasting period will be approximately:

(a) 5 to 10 Years

(b) 2 to 3 days

(c) 3 to 6 months

(d) 10 to 20 years.

17. The range of Long range forecasting period may be approximately:

- (a) 1 to 2 weeks
- (b) 2 to 3 months
- (c) 1 year
- (d) above 5 years.**

18. To plan for future man power requirement:

- (a) Short term forecasting is used
- (b) Long range forecasting is used**
- (c) Medium range forecasting is used
- (d) There is no need to use forecasting, as future is uncertain.

19. Long range forecasting is useful in:

- (a) Plan for Research and Development**
- (b) To Schedule jobs in Job production
- (c) In purchasing the material to meet the present production demand
- (d) To assess manpower required in the coming month.

20. Medium range forecasting is useful in:

- (a) To assess the loading capacity of the machine
- (b) To purchase a material for next month
- (c) To plan for capacity adjustments**
- (d) To decide whether to receive production orders or not.

21. To decide work load for men and machines:

- (a) Medium range forecasting is used

**(b) Short term forecasting is used**

(c) Long range forecasting is used

(d) A combination of long range and medium range forecasting is used.

22. Important factor in forecasting production is:

(a) Environmental changes

**(b) Available capacity of machines**

(c) Disposable income of the consumer

(d) Changes in the preference of the consumer.

23. Application of technology or process to the raw material to add use value is known as:

(a) Product

**(b) Production**

(c) Application of technology

(d) Combination of technology and process.

24. In production by disintegration the material undergoes:

(a) Change in economic value only

**(b) Change in physical and chemical characteristics**

(c) Change in technology only

(d) None of the above.

25. In production by service, the product undergoes the changes in:

(a) Shape and size of the surface

(b) Shape of the surface only

(c) Size of the surface only

**(d) Chemical and Mechanical properties**

26. Use of any process or procedure designed to transform a set of input elements into a set of output

elements is known as:

- (a) Transformation process
- (b) Transformation of input to output

**(c) Production**

(d) Technology change

27. Conversion of inputs into outputs is known as:

(a) Application of technology

**(b) Operations management**

- (c) Manufacturing products
- (d) Product.

28. The desired objective of Production and Operations Management is:

- (a) Use cheap machinery to produce
- (b) To train unskilled workers to manufacture goods perfectly

**(c) Optimal utilization of available resources**

(d) To earn good profits.

29. The scope of Production Planning and Control is:

- (a) Limited to Production of products only
- (b) Limited to production of services only
- (c) Limited to production of services and products only

**(d) Unlimited, can be applied to any type of activity.**

**30. Manufacturing system of en produces:**

**(a) Standardised products**

(b) Standardised products in large volumes

(c) Substandard products in large volumes

(d) Products and services in limited volume.

**31. The difference between product system and project system is:**

(a) Project system the equipment and machinery are fixed whereas in product system they are movable

**(b) In Product system the machinery and equipment are fixed and in project system they are not fixed**

(c) Project system produces only standardized products and product system produces only unstandardised

products

(d) Products cannot be stocked whereas projects can be stocked.

**32. Most important benefit to the consumer from efficient production system is:**

(a) He can save money

(b) He will have product of his choice easily available

**(c) He gets increased use value in the product**

(d) He can get the product on credit.

**33. Two important functions that are to be done by Production department are:**

(a) Forecasting

(b) Costing

**(c) Scheduling and loading**

(d) Inspecting.

34. Fixing the flow lines of materials in production is known as:

(a) Scheduling

(b) Loading

(c) Planning

**(d) Routing.**

35. The act of releasing the production documents to the production department is known as:

(a) Planning

(b) Routing

**(c) Dispatching**

(d) Releasing.

36. The activity of specifying when to start the job and when to end the job is known as:

(a) Planning

**(b) Scheduling**

(c) Timing

(d) Follow-up.

37. In an organization the production planning and control department comes under:

(a) Planning department

**(b) Manufacturing department**

(c) Personnel department

(d) R & D department.

38. In Job product on system, we need:

(a) More unskilled labours

**(b) Skilled labours**

(c) Semi-skilled labours

(d) Old people.

39. In Continuous manufacturing system, we need:

(a) General purpose machines and Skilled labours

**(b) Special machine tools and highly skilled labours**

(c) Semi automatic machines and unskilled labours

(d) General purpose machines and unskilled labours.

40. Most suitable layout for Job product on is:

(a) Line layout

(b) Matrix layout

**(c) Process layout**

(d) Product layout.

41. Most suitable layout for Continuous product on is:

**(a) Line layout**

(b) Process Layout

(c) Group technology

(d) Matrix layout.

42. One of the product examples for Line layout is:

- (a) Repair workshop
- (b) Welding shop
- (c) Engineering College
- (d) Cement.**

43. The act of going round the product on shop to note down the progress of work and feedback the information is known as:

- (a) Follow up**
- (b) Dispatching
- (c) Routing
- (d) Trip card.

44. Line of Best fit is another name given to:

- (a) Method of Least Squares**
- (b) Moving average method
- (c) Semi average method
- (d) Trend line method

45. One of the important basic objectives of Inventory management is:

- (a) To calculate EOQ for all materials in the organisation
- (b) To go in person to the market and purchase the materials
- (c) To employ the available capital efficiently so as to yield maximum results**
- (d) Once materials are issued to the departments, personally check how they are used.

46. The best way of improving the productivity of capital is:

- (a) Purchase automatic machines

(b) Effective Labour control

(c) To use good financial management

**(d) Productivity of capital is to be increased through effective materials management.**

47. MRP stands for:

**(a) Material Requirement Planning**

(b) Material Reordering Planning

(c) Material Requisition Procedure

(d) Material Recording Procedure.

48. JIT stands for:

(a) Just in time purchase

**(b) Just in time production**

(c) Just in time use of materials

(d) Just in time order the material.

49. The cycle time, selected in balancing a line must be:

(a) Must be greater than the smallest time element given in the problem

(b) Must be less than the highest time element given in the problem

**(c) Must be slightly greater than the highest time element given in the problem**

(d) Left to the choice of the problem solver.

50. The lead-time is the time:

(a) To place orders for materials

(b) Time of receiving materials

(c) Time between receipt of material and using materials

**(d) Time between placing the order and receiving the materials.**

51. Product on planning deals with:

**(a) What product on facilities is required and how these facilities should be laid out in space available**

(b) What to produce and when to produce and where to sell

(c) What should be the demand for the product in future?

(d) What is the life of the product?

52. The first stage in product on planning is:

(a) Process Planning

**(b) Factory Planning**

(c) Operation Planning

(d) Layout planning.

53. In Process Planning we plan:

(a) Different machines required

(b) Different operations required

**(c) We plan the flow of material in each department**

(d) We design the product.

54. In Operation Planning:

**(a) The planner plans each operation to be done at work centers and the sequence of operations**

(b) Decide the tools to be used to perform the operations

(c) Decide the machine to be used to perform the operation

(d) Decide the materials to be used to produce the product.

55. Before thinking of routing, the production planner has to:

**(a) Decide the optimal allocation of available resources**

(b) To decide what type of labour to be used

(c) To decide how much of material is required

(d) To count how many orders he has on his hand.

56. The quantities for which the planner has to prepare production plan are known as:

(a) Optimal quantity of products

(b) Material planning

(c) Quantity planning

**(d) Planning quantity standards.**

57. The document, which is used to show planning quantity standards and production plan, is known as:

**(a) Planning specifications**

(b) Route sheet

(c) Bill of materials

(d) Operation sheet

58. In route sheet or operation layout, one has to show:

(a) A list of Materials to be used

(b) A list of machine tools to be used

**(c) Every work center and the operation to be done at that work center**

(d) The cost of product.

59. The cycle time in selected in balancing a line must be:

- (a) Must be greater than the smallest time element given in the problem
- (b) Must be less than the highest time element given in the problem
- (c) Must be slightly greater than the highest time element given in the problem**
- (d) Left to the choice of the problem solver.

60. In solving a problem on LOB, the number of workstations required is given by:

- (a) Cycle time/Total time
- (b) Cycle time/Element time
- (c) Total time/Element time
- (d) Total time/ Cycle time.**

61.  $(\text{Total station time}/\text{Cycle time} \times \text{Number of work stations}) \times 100$  is known as:

- (a) Line Efficiency**
- (b) Line smoothness
- (c) Balance delay of line
- (d) Station efficiency.

62. Final stage of production planning, where production activities are coordinated and projected on a time

scale is known as:

- (a) Scheduling**
- (b) Loading
- (c) Expediting
- (d) Routing.

63. Scheduling shows:

(a) Total cost of product on

(b) Total material cost

(c) Which resource should do which job and when

(d) The flow line of materials.

64. Scheduling deals with:

(a) Number of jobs to be done on a machine

(b) Number of machine tools used to do a job

(c) Different materials used in the product

(d) Fixing up starting and finishing times of each operation in doing a job.

65. The study of relationship between the load on hand and capacity of the work centers is known as:

(a) Scheduling

(b) Loading

(c) Routing

(d) Controlling.

66. One of the aims of loading is:

(a) To finish the job as early as possible

(b) To minimise the material utilisation

(c) To improve the quality of product

(d) To keep operator idle time, material waiting time and ancillary machine time at minimum.

67. One of the principles of Scheduling is:

- (a) Principle of optimal product design
- (b) Principle of selection of best material
- (c) Principle of optimal operation sequence**
- (d) Principle of optimal cost.

68. The method used in scheduling a project is:

- (a) A schedule of breakdown of orders
- (b) Outline Master Programme
- (c) PERT & CPM**
- (d) Schedule for large and integrated work.

69. Product on planning in the intermediate range of time is termed as:

- (a) Product on planning
- (b) Long range product on planning
- (c) Scheduling
- (d) Aggregate planning.**

70. One of the requirements of Aggregate Planning is:

- (a) Both output and sales should be expressed in a logical overall unit of measuring**
- (b) Appropriate time period
- (c) List of all resources available
- (d) List of operations required.

71. In aggregate planning, one of the methods in modification of demand is:

- (a) Differential Pricing**
- (b) Lay off of employees

(c) Over time working

(d) Subcontracting.

72. In aggregate planning one of the methods used to modification of supply is:

(a) Advertising and sales promotion

(b) Development of complementary products

(c) Backlogging

**(d) Hiring and lay off of employees depending on the situation.**

73. The first stage of Production control is:

(a) Dispatching

(b) Scheduling

(c) Routing

**(d) Triggering of production operations and observing the progress and record the deviation.**

74. The act of releasing the production documents to production department is known as:

(a) Routing

(b) Scheduling

(c) Expediting

**(d) Dispatching.**

75. One of the important production documents is:

(a) Design sheet of the product

(b) List of materials

**(c) Route card**

(d) Control chart.

76. One of the important charts used in Programme control is:

- (a) Material chart
- (b) Gant chart**
- (c) Route chart
- (d) Inspect on chart.

77. The way in which we can assess the efficiency of the product on plant is by:

- (a) Efficient dispatching
- (b) By manufacturing a good product
- (c) By comparing the actual performance with targets specified in the specified programme**
- (d) By efficient product on planning.

78. Production control concerned with:

- (a) Passive assessment of plant performance**
- (b) Strict control on labours
- (c) Good materials management
- (d) Good product design.

79. When work centers are used in optimal sequence to do the jobs, we can:

- (a) Minimise the set up time**
- (b) Minimise operation time
- (c) Minimise the break down of machines
- (d) Minimise the utility of facility.

80. A work stoppage generally reduces the cost of product on

(a) True

**(b) False**

(c) Part ally true

(d) Cannot be determined

81. One of the activities of expediting is:

(a) To file the orders in sequence

(b) To decide the sequence of operation

**(c) To record the actual production against the scheduled production**

(d) To examine the tools used in production.

82. 'Z' chart is a chart used in:

**(a) Programme control**

(b) Job control

(c) Cost control

(d) Quality control

83. Z-chart can be used to show:

(a) Process used in production

(b) Quality level of the product

**(c) Both the plan and the performance, and deviation from the plan**

(d) To show cost structure of the product

84. Computers are used in Production control in this area:

(a) Follow-up activity

(b) To control labour

(c) To disseminate information

**(d) Loading, Scheduling and Assignment works.**

85. The following establishes the sequence of operations:

(a) Routing

(b) Sequencing

**(c) Scheduling**

(d) Dispatching

86. Arrangement of machines depending on sequence of operations happens in:

(a) Process Layout

**(b) Product Layout**

(c) Hybrid Layout

(d) Group Technology Layout.

87. Linear Programming is a technique used for determining:

(a) Product on Programme

(b) Plant Layout

**(c) Product Mix**

(d) Manufacturing sequence.

88. Issuing necessary orders, and taking necessary steps to ensure that the time targets set in the schedules

are effectively achieved is known as:

(a) Routing

**(b) Dispatching**

(c) Scheduling

(d) Inspect on.

89. Preventive maintenance is useful in reducing:

(a) Inspect on Cost

**(b) Shutdown Cost**

(c) Cost of pre-mature replacement

(d) Set-up cost of machine

90. With reference to Aggregate Planning, identify which of the following statements is NOT correct?

(A) It is an Intermediate-term planning.

(B) It is made operational through a master schedule, that gives the manufacturing schedule.

(C) Facility planning and scheduling are closely related with the aggregate planning.

**(D) It deals with the strategic decisions, such as purchase of facilities, introduction of new products, processes, etc.**

91. With reference to project management, identify which of the following statement is NOT correct?

(a) Gantt chart is a principal tool used in scheduling and also in some methods of loading.

(b) Routing is the first step in the production planning.

(c) The cost of any activity is proportional to its time of completion.

**(d) The free float can be calculated by subtracting EFT from EST.**

92. Identify which one of the following statements is NOT correct?

(a) **Preventive maintenance includes lubrication, cleaning, periodic overhaul, etc.**

(b) The two types of cost-cost of premature replacement and cost of breakdown need to be balanced.

(c) Wear and obsolescence are the two main causes of replacement of machinery in every aspect of life.

(d) A machine is technically obsolete when another machine can do the same job more efficiently with reduced time and also at a lower cost.

93. The card which is prepared by the dispatching department to book the labour involved in each operation is :

(a) Labour card

(b) Wage card

(c) Credit card

(d) Job card.

94. Cost reduction can be achieved through :

(a) Work sampling

(b) Value analysis

(c) Quality assurance

(d) Supply chain management.

95. Addition of value to raw materials through application of technology is :

(a) Product

(b) Production

(c) Advancement

(d) Transformation.

96. Which one of the following recent trends in Production/Operations management involves drastic measures or breakthrough improvements to improve the performance of a firm?

(A) Corporate Downsizing

**(B) Re-Engineering**

(C) Technology

(D) TQM

97. The most powerful and popular method for solving linear programming problem is

**(a) Simplex method**

(b) Graphical method

(c) Transportation method

(d) Assignment method

98. The effective capacity is NOT influenced by which of the following factors

(a) Forecasts of demand

(b) Plant and labour efficiency

(c) Subcontracting

**(d) None of the above**

99. Key aspects in process strategy does NOT include which of the following

(a) Make or buy decisions

(b) Capital intensity

(c) Process flexibility

**(d) Packaging**

100. Which one of the following is NOT the advantage of Preventive Maintenance?

(A) Better product quality

(B) Greater safety of workers

**(C) Increased breakdowns and downtime**

(D) Fewer large-scale repairs

101. Consider the following item that is being managed using a fixed time period model with Safety Stock:

Weekly Demand – 50 units;

Review Cycle – 3 weeks;

Safety Stock – 30 units.

What is the average inventory level?

(A) 100 units

(B) 25 units

**(C) 105 units**

(D) None of these.

102. The type of product on control which is typically found where a particular bottleneck machine exists in the process of manufacturing is

(A) Block control

**(B) Load control**

(C) Flow control

(D) Batch control

103. Which one of the following ISO standards concerns minimization of harmful effects to the environment caused by the operations by the organization?

(A) ISO 9001

**(B) ISO 14000**

(C) ISO 9002

(D) ISO 9004

104. A Ltd., a large scale industry manufactures Product K of 24 units per shift of 8 hours. The standard time per unit is 15 minutes. What is the productivity of the per shift of 8 hours?

(A) 50%

(B) 60%

(C) 75%

(D) 80%

105. Arrangement of machine depending on sequence of operations happen in:

(A) Process Layout

(B) Product Layout

(C) Hybrid Layout

(D) Group Technology Layout

106. Buffer stock is built to cater for

(A) Fluctuating load

(B) Machine breakdown

(C) Import substitution

(D) Diversification

107. The objective function of a LPP is  $Z = 3x_1 + 2x_2$ . If  $x_1 = 10$  and  $x_2 = 5$ , then the value of Z is:

(A) 35

(B) 40

(C) 45

(D) 50

108. A department store has one storekeeper. The average number of customers handled by the storekeeper is 30 per hour. If the customer arrives at the store at mean rate of 25 per hour, what will be the average number of customers in the system:

(A) 2 customers.

(B) 3 customers.

(C) 5 customers.

(D) None of the above.

109. The example of worker involvement, as a recent trend in product on/operations management is

(a) SCM

(b) Just-in-Time

(c) Quality Circle

(d) MRP

110. Which one of the following standards is associated with the "Quality Assurance" in Final Inspect on Test"?

a. ISO 9001.

b. ISO 9002.

c. ISO 9003.

d. ISO 9004.

111. K Ltd. is the manufacturer of bearings? The inventory holding cost per bearing per month is 20 paise. If its economic batch quantity (EBQ) is 4000 units (bearings) then the minimum inventory holding cost at optimum run size will be:

a. ₹ 4320

b. ₹ 4510

c. ₹ 4800

d. None of the above

112. Which of the following statements is not correct in case of a Network Analysis in Project Management?

(A) A job for which the slack is zero is known as critical job.

(B) An activity having independent float can be rescheduled without affecting the other activities—preceding or succeeding.

(C) Negative float signifies increase in target time to finish the work in time.

(D) Free float is total float minus slack time of the head event.

113. Simulation models are useful for determining optimal solutions

(A) Correct

(B) Incorrect

(C) Partially correct

(D) Cannot be determined

114. Operations management is concerned essentially with the utilization of resources. Utilization of resources means

a. Obtaining maximum effect from resources

b. Minimizing loss of resources

c. Minimising under utilization or waste of resources

d. All the above

115. In a linear programming model feasible solution is

a. The basic solution to the general L.P. problem

**b. Any solution that also satisfies the non-negative restrictions of the general L.P. problem**

c. A solution which optimizes (maximize or minimize) the objective function of a general L.P. problem

d. A basic solution to the system of equations if one or more of the basic variables become equal to zero

116. Multiple shift operation enhances

**a. Firm's Capacity utilization**

b. Demand for firm's product

c. Firm's labour turnover

d. Firm's channel conflict

117. Which of the following is not a method for solving Assignment problem?

a. Complete Enumeration method

b. Hungarian method

c. Simplex method

**d. Natural method**

118. Of all paths through the network, the critical path

**a. has the maximum expected time**

b. has the minimum expected time

c. has the maximum actual time

d. has the minimum actual time

119. It is the basis for decisions regarding capacity planning, facilities (or plant) layout, equipment and design of work systems. This is

**a. Process Design**

**b. Process Planning**

c. Process Strategy

d. Process Selection

120. The most obvious reason for product design is

a. To offer new products to sustain in the market

b. To offer new products to fulfill changing preferences of customers

**c. To offer new products to remain competitive in the market**

d. To offer new products to cope with changing regulations in the market

121. Negative float signifies

**a. Reduction in target time to finish the work in time**

b. Adjustment of target time to finish the work before schedule

c. Reduction in target time to crash the critical path

d. Adjustment of target time to maintain the most likely time of activities

122. On which of the following areas ISO 9003 is applicable?

a. Procurement

**b. Production**

c. Installation

d. Servicing

123. Transportation models typically arise in situations involving physical movement of

(A) goods from one shop to another within the plant as and when required.

**(B) goods from different plants to different warehouses.**

(C) goods requisitioned by an important customer to be delivered instantly.

(D) goods resulting from excess stock to be shifted to a distant warehouse owned by the company.

124. Which one of the following is a disadvantage of Material Requirements Planning

(A) Reduced Inventory

(B) Better customer service

**(C) Lack of top management commitment**

(D) Ability to price more competitively

125. Generally in continuous production, the production is carried out to

(A) meet customer's order

**(B) provide for stock and supply**

(C) meet Government orders only

(D) satisfy a few rich customers



## STRATEGIC MANAGEMENT

1. The monitoring, evaluation and dissemination of information from the external and internal environments

to key people within the organisation is called \_\_\_\_\_.

- a. Strategy Formulation
- b. Evaluation and control
- c. Strategy Implementation
- d. Environmental scanning

2. The \_\_\_\_\_ of a company state how managers and employees should conduct themselves.

- a. values
- b. goals
- c. objectives
- d. vision

3. \_\_\_\_\_ are the day-to-day way in which an organisation operates and can be seen by people both

inside and outside the organisation.

- a. Performances
- b. Targets
- c. Behaviours
- d. Values

4. Which among the following provide the standards for performance appraisal?

- a. Mission

b. Vision

c. Values

d. Objectives

5. \_\_\_\_\_ is concerned with complexity arising out of ambiguous and non-routine situations with organisational wide rather than operational specific implications.

a. Operational management

b. Business level strategy

c. Strategic Management

d. Functional level strategy

6. \_\_\_\_\_ refer to the job-specific goals of each individual employee.

a. Balanced Score Card

b. Performance objectives

c. Personal objectives

d. Organizational genomics

7. The balanced score card is a \_\_\_\_\_ approach to performance management.

a. top-down

b. bottom up

c. indirect

d. direct

8. This \_\_\_\_\_ provides the broad 'data' from which to identify key drivers of change.

a. SWOT analysis

b. BCG matrix

**c. PESTEL analysis**

d. Critical Success Factors

9. Environment is \_\_\_\_\_.

a. complex

b. dynamic

c. Multi-faceted

**d. All of the above**

10. \_\_\_\_\_ are the growth rate of the economy, interest rates, currency exchange rates, and inflation

(or deflation) rates.

**a. Macro-economic forces**

b. Demographic forces

c. Technological forces

d. Political forces

11. \_\_\_\_\_ are outcomes of changes in the characteristics of a population.

a. Macro-economic forces

**b. Demographic forces**

c. Technological forces

d. Political forces

12. What describes the categories of activities within and around an organization, which together create a

product or service?

a. SWOT analysis

b. BCG framework

**c. Value Chain**

d. Brain storming

13. \_\_\_\_\_ transform these inputs into the final product or service.

**a. Operations**

b. Inbound logistics

c. Outbound logistics

d. Service

14. \_\_\_\_\_ includes those activities that enhance or maintain the value of product or service, such as

installation, repair, training and spares.

a. Operations

b. Inbound logistics

c. Outbound logistics

**d. Service**

15. \_\_\_\_\_ are companies that are not currently competing in an industry, but have the capability to do

so if they choose.

a. Established companies

**b. Potential competitors**

c. Rivals

d. Competitors

16. Absolute cost advantages arise from

- a. superior product on operations and processes
- b. control of particular inputs required for product on
- c. access to cheaper funds
- d. all of the above**

17. A \_\_\_\_\_ is a business unit in a growing market, but not yet with high market share.

- a. cash cow
- b. dog
- c. quest on mark**
- d. star

18. A \_\_\_\_\_ is a combination of structures which could take the form of product and geographical

divisions or functional and divisional structures operating in tandem.

- a. Functional structure
- b. Matrix Structure**
- c. Project based structure
- d. Transnational structure

19. A \_\_\_\_\_ combines the local responsiveness of the international subsidiary with the coordination

advantages found in global product companies.

- a. Functional structure
- b. Matrix Structure
- c. Project based structure
- d. Transnational structure**

20. A \_\_\_\_\_ is one where teams are created, undertake the work and are then dissolved.

- a. Functional structure
- b. Matrix Structure
- c. Project based structure**
- d. Transnational structure

21. Which among the following is true?

- a. BPR has resulted in major gains in efficiency.
- b. BPR has resulted in major gains in speed.
- c. BPR has resulted in major gains in quality.
- d. BPR has resulted in major gains in efficiency, quality and speed.**

22. \_\_\_\_\_ specifies what is to be accomplished by focusing on the end result.

- a. Output control**
- b. Behaviour control
- c. Premise control
- d. Implementation control

23. \_\_\_\_\_ is control achieved through the establishment of a comprehensive system of rules and

procedures to direct the actions of divisions, functions, and individuals.

- a. Output control
- b. Behaviour control**
- c. Premise control
- d. Implementation control

24. \_\_\_\_\_ checks systematically and continuously whether the assumptions on which the strategy is

based are still valid.

- a. Output control
- b. Behaviour control
- c. Premise control**
- d. Implementation control

25. A \_\_\_\_\_ is based on the primary activities that have to be undertaken by an organisation

- a. Functional structure**
- b. Matrix Structure
- c. Project based structure
- d. Transnational structure

26. This test is a catch-all category, indicating that the structure must fit legal, stakeholder, trade union or similar constraints.

- a. The Feasibility Test**
- b. The People Test
- c. The Parenting Advantage Test
- d. The Specialised Cultures Test

27. In a fast-moving world, an important test to determine the extent to which a design will allow for change in the future is called?

- a. The Feasibility Test
- b. The Flexibility Test**
- c. The Parenting Advantage Test
- d. The Specialised Cultures Test

28. Digital transformation drives change in

- a. customer experience
- b. operational processes
- c. business models
- d. all of the above

29. The process of digital transformation requires coordination across the entire organization, and involves

business culture changes.

- a. digital strategy
- b. digitisation
- c. digital transformation
- d. data aggregation

30. Categorising and organising the digitised data and making it ready for application of further processes

is called\_\_\_\_\_.

- a. Data aggregation
- b. Data management
- c. Workflow automation
- d. Process component

31. Which among the following is not a characteristic of Big Data?

- a. Variety
- b. Volume
- c. Velocity

**d. Invariability**

32. Data that can be stored, accessed and processed in the form of fixed format is called \_\_\_\_\_.

- a. unstructured data
- b. semi-structured data

**c. structured data**

- d. flexible data

33. Which among the following is not a component of a block chain?

- a. Distributed ledger technology
- b. Immutable record
- c. Smart contracts

**d. Increased threat**

34. Which among the following alternatives is not suited for Robot c process automat on tools?

- a. Repeatable
- b. Predictable interactions with IT applications
- c. Routine

**d. Unpredictable events**

35. \_\_\_\_\_ is similar to referral programs.

- a. Influencer Marketing
- b. Affiliate marketing**
- c. Social Media Marketing Platforms
- d. Content marketing

36. \_\_\_\_\_ is a form of paid advertising that allows marketing teams to essentially purchase traffic to

their website.

a. Influencer Marketing

b. Affiliate marketing

c. Pay-per-click

d. Content marketing

37. Forecasting the weather is an example of

a. Narrow AI

b. General AI/human-level

c. Super AI

d. Deep-learning

38. McKinsey's 7-s framework consists of:

a. Structure, Strategy, Software, Skills, Styles, Staff and Supervision.

b. Structure, Strategy, Systems, Skills, Styles, Syndication and Shared values.

c. Structure, Strategy, Systems, Skills, Steering power, Styles and Shared values.

d. Structure, Strategy, Staff, Skills, Systems, Shared values, Style.

39. Business Process Re-engineering is:

a. eliminating loss-making process.

b. redesigning operational processes.

c. redesigning the product and services.

d. recruiting the process engineers.

40. Digital transformation drives change in:

- a. customer experience.
- b. operational processes.
- c. business models.
- d. all of the above.

41. Organizational culture is:

- a. appreciation for the arts in the organization.
- b. ability of the organization to act in a responsible manner to its employees.
- c. combination of (A) and (B) above.
- d. deeper level of basic assumptions and beliefs that are shared by the members of the firm.

42. Blue Ocean Strategy is concerned with:

- a. moving into new market with new products.
- b. creating a new market places where there is no competition.
- c. developments of products and markets in order to ensure survival.
- d. making the product unique in terms of attributes.

43.