# 7 Lecture - MGT301

# **Important Mcqs**

- 1. What is portfolio analysis?
  - A. The process of evaluating a company's financial statements
  - B. The process of evaluating a company's portfolio of products or services
  - C. The process of evaluating a company's workforce
  - D. The process of evaluating a company's customer base

#### Answer: B

- 2. Which of the following is NOT a component of portfolio analysis?
  - A. Strengths and weaknesses analysis
  - B. Competitive analysis
  - C. Market analysis
  - D. SWOT analysis
- 3. Which portfolio analysis model categorizes products or services into four quadrants based on market share and market growth rate?
  - A. BCG matrix
  - B. Ansoff matrix
  - C. GE matrix
  - D. SWOT matrix

### Answer: A

- 4. Which quadrant of the BCG matrix represents products or services with a high market share and high market growth rate?
  - A. Dogs
  - B. Question marks
  - C. Stars
  - D. Cash cows

# Answer: C

- 5. Which quadrant of the BCG matrix represents products or services with a low market share and high market growth rate?
  - A. Dogs
  - B. Question marks
  - C. Stars
  - D. Cash cows

#### **Answer: B**

- 6. What is the primary goal of portfolio analysis?
  - A. To increase profits
  - B. To improve customer satisfaction
  - C. To reduce costs
  - D. To increase market share

#### Answer: A

- 7. Which of the following is a limitation of portfolio analysis?
  - A. It can be time-consuming and expensive
  - B. It does not consider external factors such as the economy or political environment
  - C. It is only useful for large companies
  - D. It is too subjective and does not provide concrete data

## Answer: B

- 8. Which portfolio analysis model is based on the idea that a company's success is dependent on the strength of its competitive position and the attractiveness of the industry?
  - A. BCG matrix
  - B. Ansoff matrix
  - C. GE matrix
  - D. Porter's Five Forces

#### Answer: D

- 9. Which quadrant of the GE matrix represents products or services with a strong competitive position and high market attractiveness?
  - A. High potential
  - B. Low potential
  - C. Investment
  - D. Harvest

#### Answer: C

- 10. Which of the following is an advantage of portfolio analysis?
  - A. It provides a comprehensive view of the company's portfolio
  - B. It is a quick and easy process
  - C. It focuses only on external factors
  - D. It is not affected by changes in the market

#### Answer: A