

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