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c. Chinese d. German. 2. The
term strategy is derived from the
word 'strategos' which means a.
Tactics b. Leadership c.
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purpose for the existence of any organization is described by its a. policies ADVERTISEMENTS: b. mission c. procedures d. strategy
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Strategic Management Prepared by: CHUOP Theot Therith 1 PART A: MULTIPLE CHOICE QUESTIONS CHAPTER ONE The Nature of Strategic Management 1. Which of these is not a reason why some firms do no strategic planning? a. Laziness b. Competitive leadership c. Honest difference of opinion d. Poor reward structures

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Choice Questions may be illustrated as under : Typically, it urges managers to proceed sequentially through the following logical steps : 1 Analyse the environment, 2 [...]

Exam Questions on Strategic Management

Multiple Choice Questions

Chapter 1 - Introduction Strategy.

Which of the following are

typically seen as being associated with strategic decisions? A. The organisation's long-term direction

B. The detailed planning of a

department's work over the next month C. The values and

expectations of powerful actors in

the organisation D.

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Strategic Management multiple choice questions and answers ... According to Markides (1999), a strategic position represents a company's answers to three questions - who should the company target, what products/services should be offered, and: How the company can communicate its position to customers. How the company can do this at the lowest cost. How the company can achieve the biggest market share.

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