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The term strategy is derived from a _____ word

‘ strategos ’ a. Latin b. Greek c. Chinese d. German. 2.

The term strategy is derived from the word ‘ strategos ’ which means a. Tactics b. Leadership c. Generalship d.

Management. 3. Strategic management does not involve a. setting objectives

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fundamental purpose for the existence of any organization is described by its a. policies
ADVERTISEMENTS: b. mission c. procedures d. strategy
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Which of the following is NOT a characteristic of strategic management that makes it different from other types of management? A. It is interdisciplinary.

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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

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reward structures

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ADVERTISEMENTS: Some frequently asked exam questions on strategic management are as follows: Q.1.

Write a short note on strategic decision making framework. Ans. The widely accepted framework for making strategic decisions 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

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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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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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