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Strategic Management Multiple Choice Questions. 1. 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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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 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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