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1. The term strategy is derived from a _____ word 'strategos' a. Latin b.

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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: b. mission c. procedures d. strategy

Ans. b ADVERTISEMENTS: 2. The fundamental purpose of an organization's mission statement is to a. create a good human relations climate in the organization ...

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Chapter 6: Multiple choice questions Answers

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A. It is interdisciplinary.

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Competitive leadership c.
Honest difference of opinion
Answers
d. Poor reward structures

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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 [...]

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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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Kemel Mellahi's name appears as first author in 2011 edition.

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functional organization ,
pure project organization,
risk management and project
office, selecting
organizational structure,
and selection of
organizational form.

This student-focused text provides an emphasis on skills development. Packed with real-life examples of what can go wrong with even the most well-conceived strategies, there is a focus on realism throughout. With a highly accessible writing style, this text it is an invaluable learning tool for all students in this area.

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