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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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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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Question 1 of 20 5.0 Points  
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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CHOICE QUESTIONS CHAPTER ONE

The Nature of Strategic

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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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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

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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

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