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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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Management 1. The fundamental purpose for the existence of any organization is described by its a. policies

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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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

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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frequently asked exam

questions on strategic

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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 [...]

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Multiple Choice Questions
Chapter 1 - Introduction
Strategy. Which of the following are typically seen as being associated with strategic decisions? A. The

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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

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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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