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Strategic Management Exam Questions And

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

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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 :

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Some frequently asked exam questions on strategic planning are as follows: Q.1. Give the meaning and definition of strategic planning. Ans.

Strategic Planning is basically a policy-making function.

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Defining the corporation's purpose,

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(ii) Defining the composition of its business mix, and (iii) Defining the qualitative and quantitative ...

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questions from various important concepts of Strategic Management, this test presents you questions followed by four options.

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The three questions used to test for a winning strategy focus on fit, sustainability, and _____. performance. The most attractive customer

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value proposition is attained by:...

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The strategic management process is a. a set of activities that will assure a temporary advantage and average returns for the firm. b. a decision-making activity concerned with a firm's internal resources, capabilities, and competencies, independent of the conditions in its external environment.

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Question One Strategic marketing management drives its nature from the strategic management process. Discuss. (15 marks) Explain the role of the marketing concept in strategic marketing management. (15 marks) Question Two Discuss the nature and role of environment

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scanning in marketing
management. (20
marks) Question Three
a)

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Answers, Question1:
Define strategic
management.
Question2: Define the
strategy: Question3:

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Enumerate some characteristics of strategic management.

Question4: What specific entrepreneurial aspects include the strategy formation process? Question5: What involves the strategic management function?

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Few Questions and
Answers for refreshing
the introductory nature
of subject

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The Exam Read the
question(s) carefully

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Pick out the essentials
of the Question Plan

your answer - don't
dive-in Write your
answer and use
diagrams • Look for the
minor and major
words. • Tackle the
questions you feel
more confident about
FIRST. • Don't waffle,
go for it and get the job
done. • Watch the clock
and be ruthless.

**Typical Examination
Questions for**

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The Essay portion of the exam on strategic management consisted of three questions which required short answers (100-200

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words each). The questions were as follows: Question 1: How does strategic control differs from operational control.

Give examples

Question 2: Is it realistic that a commitment to continuous improvement could replace operational controls?

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Revisionary Test Paper

(Revised

Syllabus-2008) Q. 3.

The strategic

management process

encompasses three

phases-strategy

formulation,

implementation, and

evaluation and control.

—Discuss. Answer 3.

The strategic

management process

encompasses three

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phases which together
involve a number of
systematic steps.

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