

Question 1

Recent census data showed that for the first time in the history of the United States there were more Americans over age _____ than under.

- A) 35
- B) 21
- C) 25
- D) 19
- E) 30

Answer: <https://biology-forums.com/index.php?topic=486984>

Question 2

The strategy that has the primary intent to enhance the image of the supporting company is known as

- A) not-for-profit marketing alliances.
- B) cause-related marketing.
- C) strategic piggybacking.
- D) direct investment.
- E) licensing.

Answer: <https://biology-forums.com/index.php?topic=487322>

Question 3

Experiences, characteristics, and knowledge are all aspects that represent

- A) financial resources.
- B) structural resources.
- C) human resources.
- D) intangible resources.
- E) physical resources.

Answer: <https://biology-forums.com/index.php?topic=486904>

Question 4

A manager who anticipates changes and plans for those changes can be referred to as a(n)

- A) proactive manager.
- B) reactive manager.
- C) negligent manager.
- D) socially responsible manager.
- E) ethical manager.

Answer: <https://biology-forums.com/index.php?topic=486992>

Question 5

Describe the strategic management process. What does it mean to manage strategically?

Answer: <https://biology-forums.com/index.php?topic=486873>

Question 6

An example of a competitive strategy is

- A) Ford Motor offers larger rebates and zero percent financing to compete against General Motors.
- B) Hewlett-Packard offers larger discounts to students to compete against Dell Computers.
- C) Sprint offers lower connection fees to compete against Verizon.
- D) All of the answer choices are correct.
- E) None of the answer choices is correct.

Answer: <https://biology-forums.com/index.php?topic=486851>

Question 7

Examples of an organization's functional units include all of the following except

- A) marketing.
- B) production.
- C) research and development.
- D) competencies.
- E) All of the answer choices are correct.

Answer: <https://biology-forums.com/index.php?topic=486845>

Question 8

What are core competencies?

Answer: <https://biology-forums.com/index.php?topic=487067>

Question 9

Switching costs can be both psychological and financial.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=486956>

Question 10

Which of the following is the first step Mr. Smith should complete when developing No Leaks Plumbing's strategic plan?

- A) Situation analysis
- B) Strategy evaluation
- C) Strategy reformulation
- D) Strategy implementation
- E) Strategy formulation

Answer: <https://biology-forums.com/index.php?topic=486869>

Question 11

One of the major disadvantages of the McKinsey matrix is that of

- A) subjectivity.
- B) uniqueness.
- C) simplicity.
- D) All of the answer choices are correct.
- E) None of the answer choices is correct.

Answer: <https://biology-forums.com/index.php?topic=487182>

Question 12

Protectionism is one of the drawbacks of being international.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=487198>

Question 13

The generation of the postwar group was born between the years

- A) 1912-1921.
- B) 1928-1945.
- C) 1922-1927.
- D) 1978-1994.
- E) 1965-1977

Answer: <https://biology-forums.com/index.php?topic=486985>

Question 14

The internal audit answers the questions of

- A) What are the organization's primary opportunities and threats?
- B) How well do they perform these assigned work activities?
- C) Do the various functions have the needed resources to perform their assigned work activities?
- D) possessing the needed resources and then performing assigned work activities.
- E) None of the answer choices is correct.

Answer: <https://biology-forums.com/index.php?topic=487049>

Question 15

Every organization needs goals at all levels and in all functional areas that state what it hopes to accomplish by when.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=487024>

Question 16

Identifying and agreeing on the key competencies and capabilities is critical to managing strategically for a sustainable competitive advantage.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=487022>

Question 17

According to the Miles and Snow typology, a defender

- A) makes strategic adjustments only when forced to do so.
- B) simply reacts to environmental changes.
- C) searches for market stability.
- D) seeks innovation.

Answer: <https://biology-forums.com/index.php?topic=487117>

Question 18

An alliance in which the not-for-profit organization proposes and initiates the partnership is referred to as

- A) licensing.
- B) effect-related marketing.
- C) strategic piggybacking.
- D) a not-for-profit marketing alliance.
- E) cause-related marketing.

Answer: <https://biology-forums.com/index.php?topic=487324>

Question 19

The global approach to strategy is designed to help develop a (n) _____ advantage.

- A) low-cost
- B) differentiation
- C) niche
- D) integrated
- E) None of the above

Answer: <https://biology-forums.com/index.php?topic=487211>

Question 20

The use of equipment, materials, knowledge, and experience to perform tasks is defined as

- A) technology.
- B) resource allocation.
- C) labor allocation.
- D) the information revolution.
- E) globalization.

Answer: <https://biology-forums.com/index.php?topic=486912>