

Chapter 2: Multiple Choice Questions

1. Which of the following is true about business strategies?
 - a. An organization should stick with its strategy for the life of the business.
 - b. All firms within an industry will adopt the same strategy.
 - c. Well defined missions make strategy development much easier.
 - d. Strategies are formulated independently of SWOT analysis.
 - e. Organizational strategies depend on operations strategies.
2. The fundamental purpose for the existence of any organization is described by its
 - a. policies
 - b. mission
 - c. procedures
 - d. strategy
 - e. tactics
3. Which of the following activities takes place once the mission has been developed?
 - a. The firm develops alternative or back-up missions in case the original mission fails.
 - b. The functional areas develop their functional area strategies.
 - c. The functional areas develop their supporting missions.
 - d. The ten OMI decision areas are prioritized.
 - e. Operational tactics are developed.
4. Which of the following statements about organizational missions is false?
 - a. They reflect a company's purpose.
 - b. They indicate what a company intends to contribute to society.
 - c. They are formulated after strategies are known.
 - d. They define a company's reason for existence.
 - e. They provide guidance for functional area missions.
5. The impact of strategies on the general direction and basic character of a company is
 - a. short ranged
 - b. medium range
 - c. long range
 - d. temporal
 - e. minimal
6. The fundamental purpose of an organization's mission statement is to
 - a. create a good human relations climate in the organization
 - b. define the organization's purpose in society
 - c. define the operational structure of the organization
 - d. generate good public relations for the organization
 - e. define the functional areas required by the organization
7. Which of the following is true?
 - a. Corporate mission is shaped by functional strategies.
 - b. Corporate strategy is shaped by functional strategies.
 - c. Functional strategies are shaped by corporate strategy.
 - d. External conditions are shaped by corporate mission.
 - e. Corporate mission is shaped by functional strategies.

Chapter2 Multiple Choice Questions

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