

### Strategic Management\_Sem.III\_Odd\_2018\_AAP\_AMB\_VDJ\_MCQs

SR NO	UNIT	MCQs	OPTION (A)	OPTION (B)
1	Unit I	1. Strategic Management consists of	Analysis	Decisions that
2		2. The Primary goal of strategic planning is to	Achieve	Position the
3		3. External variables for an organization include	Economic	Changing Global
4		4. Some organizations remain in the planning stage of the process for a long time without moving	Implementation	Planning is done
5		5. According to Fred David, which is of these is something that strategic management should NOT	Communicate	Gain complete
6		6. The macro environment for a business includes	Economic,	Political, legal
7		7. Technical skills for a manager refer to	Ability in	Knowledge
8		8. The ability to sense, understand and respect the viewpoint of others (subordinates) is called	Self-awareness	Empathy
9		9. One reason that firms do not follow strategic planning is because of time spent on fire-fighting	Problems that	Law suits filed
10		10. All of these are reasons why firms do no strategic planning except	Poor	Significant time
11		11) All of the following characteristics should be avoided while crafting a vision statement except:	It is agree and	It is flexible to
12		12. ----- Clarifies and crystallizes senior executives views about the organization's long term	Vision	Mission
13		13. A mission statement should cover:	Products	Customers
14		14. According to Peter-Drucker, a mission statement is the foundation for	Performing	Determining
15		15. A statement like "we strive to be the best" may not be very effective as a vision statement	It is not	It is not realistic
16		16. A business that is in a highly competitive arena and where employees are encouraged to be	This is a sharing,	Where every
17		17. Which of the following is not ture of objectives:	They should be	They are used to
18		18. Which of the following is not a charecteristic of an objectvie:	I si unique,	It should be
19		19. ----- Objectives are important for organization and to evaluate performances, wheras -----	Medium term -	Short term -
20		20. Which orgnaization level is responsible fo the formulation of a multifunctional strategy for a	Corporate level	
21		21. Which of the following is NOT included in strategic management?	Providing and	Analysing
22		22. In a multi-business firm at which level are the obejectives aset and startegies formulated to	Business level	Multi-business
23		23. Which level of managers translate the corporate strategy into concret obejectives for their	Business level	Corporate level
24		24. Who develops the short range objectives and stratetiges for introduction, operation,	Corporate level	Business level

25		25. Which of the following concentrate on doing "The right things"?	Corporate level	Business level
26		26. Which comprises the fundamental ends and means of an organization?	Planning	Objective
27		27. Which of the following wil NOT come under immediate external environment	Competitors	Technological
28		28. What prepares the organization and its individulals to define and achiveve success by	Strategic	Strategic
29		29. Which mode of formality is suitable for smaller firms?	Enterprunial	Planning mode
30		30. Which of the following is a part of remote external environment?	Governemnt	Political
31		31. Which of the following provides a set of decisions and actions that result in the formulation	Strategic	Strategic
32		32. Which of the followings processess, puts strategies and policies into action through program	Strategic	Environmental
33		33. What allows a firm to identify a wide range of oportunities?	Policies	Objectives
34		34. Which objective includes prodcutivity, techonological leadership, employee relations, etc?	Long - term	Short - term
35		35. Which of the following reflects the means to achieve the objectives of organization?	Corporate	Policies
36		36. Which of the following provides the means to achieve annula objectives?	Functional	Operating
37		37. What are the policies that provide guidelines to make operating processes consistent with the	Standard	Strandard
38		38. Which of the following is NOT a basic element of Strategic management?	Environmental	Strategy
39		39. Which of the following identifies the strategic factors that determine the future of the firm?	Stragic	Envrionemental
40		40. Which of the following measures is used by a company to ensure that every employee takes	Objectives	Policies
41		41. Which of the following describes the various acrtivities to be carried out to complete the	Procedures	Policies
42		42. Who develops strategies for their own units within the overall guidelines of the corporate	Chief Executive	Line manager
43		43. In a divisionalized organization which strategy gives the financial objectives and determines the	Corporate	Central
44		44. What bridges the gap between a strategy formulation and implementation?	Strategic	Strategic
45		45. what is the process of logically approaching the task of identifying the ends and the means of	Rational	b Organizing
46		46. What describes the market, product and technological area of a business?	Company's	company's
47		47. Which of the following defines the company's intention to achieve results within the pre-	Planning	Policies
48		48. Which of the following is NOTa requirement of Bumper-sticker strategy?	The absic type of	The core
49		49. What are the indispensable components of mission statement?	Product,	Basic product,
50		50. Which of the following indicates the desired future state that a company attempts to realize?	companies plan	Company's

51		51. What is the clear indication of a firm's ability to satisfy the principal claims and desires of the	Profitability	Liquidity
52		52. Which of the following leads to strategic myopia?	Long-term	Short-term
53	<b>Unit II</b>	1. ----- is related to the number of external factors that have direct and relevant influence on an	Environmental	Environment
54		2. ----- refers to the dynamics and rate of change of environmental factors.	Environmental	Environmental
55		3. An environmental ----- is a condition that could affect an organization's profitability and	Opportunity	Threat
56		4. Environmental monitoring is	The surveillance	collecting data
57		5. Macro -environmental factors are those that affect	A particular	An organization
58		6. When a restaurant begins offering 'healthy' choices in its menu, such as salads, because	Religious	Social
59		7. Changes in exchange rate of currencies of different countries affect the ----- environment	International	Social
60		8. Which of the following is NOT one of Porter's five forces	Bargaining	Bargaining
61		9. ----- are companies that make products that add value to products in a certain industry.	Complementors	Competitors
62		10. The number of firms and their sizes is a determinant of the	Competitive	Relative market
63		11. Core competencies refer to :	The reasons why	A firm's
64		12. An internal audit is:	The examination	The accounting
65		13. "VALUE" refers to a comparison by:	Firm as to	Lending
66		14. According to Porter, the two basic strategies for any firm are:	High cost and	Low cost and
67		15. The building blocks of gaining competitive advantages are :	Effectiveness,	Efficiency,
68		16. In an organization, innovation occurs related to:	Use and	Production
69		17. In the context of Business, "Inertia" refers to :	The tendency of	The practice of
70		18. Which factors indicates the nature and direction of the economy in which a firm operates?	Economic	Social
71		19. Which environment is also referred to as competitive environment?	Economic	Operating
72		20. Which of the following does not act as a barrier to entry?	Product	Large capital
73		21. How can a firm determine the purchasing power of customer	By considering	By considering
74		22. Which of the following situation does not help in increasing the bargaining power of suppliers	when the	when it is costly
75		23. How can a manager identify the opportunities and threats in the competitive industrial	Market Research	Analyze the
76		24. Why is investment in building a brand name risky?	Consumer taste	Substitute with

77		25. How can a buyer pose a competitive threat in the market?	Change Brands	Demand high
78		26. When does a company take the advantage of lowering the prices of the inputs with improved	Suppliers are	Suppliers are
79		27. Which of the following will reduce the rivalries among companies?	Reducing	Increasing
80		28. Which of the following will reveal the capability of an organization in view of the resource	Market Research	Internal analysis
81		29. Which of the following <b>does not</b> come under primary activity?	Operations	General
82		30. What reduces cost per unit as business gains the market share?	Capital labour	Economies of
83		31. Which analysis of firm offers abundant information about the present position and reveals the	Liquidity ratio	Profitability ratio
84		32. How can a firm get information about the organization and the management?	Market analysis	Advertising
85		33. What brings the organization and external environment together?	Superior	Marketing
86		34. What forms the basis of product development?	Market Research	Sales forecast
87		35. Which major functional area in an organization, does contribute to the development of	Advertising	Marketing
88		36. What is firm's value chain embedded in a large stream of activities known as?	Primary activities	Secondary
89		37. What differentiates a firm's value chain with its competitors?	Segment scope	Geographic
90		38. What are the factors that determine the cost behaviour of value activities known as?	Cost centers	Cost zones
91		39. Which of the following are mechanisms through which linkages within the value chain lead to	Coordination	Differentiation
92		40. In which of the following factors does cost reduction sometimes erode competitive advantage?	Value activity	Perceived quality
93	Unit II	1. When a firm's distributors are expensive, unreliable and unable to meet the firm's need:	The firm should	The firm should
94		2. When an industry is growing and there are also significant opportunities of economies of scale:	The firm should	The firm should
95		3. Strategic alliances are agreements between two firms:	That are	Where they join
96		4. When an industry environment is unstable or does not present potential for growth:	The firm should	The firm should
97		5. For a firm pursuing diversification into a new area that requires a broader range of competencies	A Joint venture	An internal start-
98		6. When an organization enters in new markets or industries with new products, it is called:	Competitive co-	Cooperative
99		7. The strategy wherein a firm focuses on maintaining current positioning, size and other aspects	Single industry	Maintenance
100		8. Retrenchment is advised under all the following except:	Suppliers are	The firm's
101		9. Divestiture is the process of :	Breaking up a	Selling off
102		10. What method of corporate strategy is adopted in a diversified, multi-industry company?	Corporate	Business

103	11. By which strategy does the business gain new strength by streamlining its operations and	Vertical	Turnaround
104	12. Which strategy offers a good possibility for recouping the company's investment?	Retrenchment	Trunaround
105	13. Technology licenses, supply agreements, marketing agreements and joint verntures are the	Amalgamation	Horizontal
106	14. Marketing department of an organziation joins hand with marketing wing of other company to	Joint venture	Coalition
107	15. A ----- is a merger between firms operating at different but related levels in the production	Conglomerate	Cooperative
108	16. The competencies or skills that a firm employs to transform inputs into outputs are:	Tangible	Intangible
109	17. The generic types of competitive strategies include	Build market	Offensive
110	18. Which one of the following generic types of competitive strategy is typically the best strategy	A low-cost	A broad
111	19. The objective of competitive strategy is to	Contend successf	Knock the socks
112	20. Economies of scale, market share dominance, and technological advances are reasons most	Financial	Strategic
113	21. A reason suggested by the authors for a divestiture, such as a sell-off or spin-off, is	Synergy	Reverse synergy
114	22. A merger that signals to the investors in the market place a change in strategy or operating	The information	The wealth
115	23. A firm that acquires another firm as part of its overall business strategy is engaging in	A strategic	A financial
116	24. A firm can acquire another firm _____.	Only by	Only by
117	25. What is a business organizational model that involves the large-scale outsourcing of business	Virtual	Joint venture.
118	26. A bidder that offers a higher price to the first fixed quantity of shares tendered and a lower	A strategic	A financial
119	27. Which strategy will be used by an organisation that is in more than one line of business?	Business level	Contemporary
120	28. Which researcher found out the classic work on the relationship between organisation strategy	<i>Miles and Snow</i>	<i>Michael Porter</i>
121	28. When an organisation sets out to be the low cost producer in its industry, it follows a	Differentiation	Focus strategy
122	29. Who developed the four strategy dimension of innovation, marketing differentiation, breadth	Danny Miller	Michael Porter
123	30. Which of these is not a determinant of structural change?	Government	Scarcity of
124	31. _____ is used to describe the choice of means by which the change process takes	Implementation	Technology
125	32. Growth, retrenchment and stability are examples of _____?	Corporate	Business
126	33. The word tactic is most likely to be associated with:	Corporate	Business
127	34. Developing a vision and mission, identifying an organization's external opportunities and	strategy-	strategy-
128	35. The _____ answers the question "What do we want to become?" whereas	Vision	Short-term

129		36. What is the recommended length of an effective mission statement?	One page	Less than 200
130		37. Which one of these is NOT a _____ part of Porter's competitive forces in industry	Potential entry	Bargaining
131		38. _____ is adding new, unrelated products or services for present customers.	Concentric	Horizontal
132		39. Which of the following is not a limitation of SWOT (Strengths, Weaknesses, Opportunity,	Organizational	SWOT gives a
133		40. Which of the following lists is the hierarchy of organizational goals in order from least specific to	Mission	Mission
134		41. An organization's mission, in contrast to its vision, should	Be less detailed.	Encompass all
135		42. Vision statements are used to create a higher understanding of the organization's overall	Provide specific	Are very specific.
136		43. Which of the following would be thought of as part of a firm's general environment?	Increased trade	Decreased entry
137		44. An independent group of suppliers, such as farmers, gather to form a cooperative in order to	Forward	Backward
138		45. The bargaining power of the supplier is less than that of the buyer when	Volume of	The buyer's
139		46. As seen in Porter's Five Forces model, conditions under which a supplier group can be powerful	Lack of	High
140		47. The most extreme rivalry results from	A high level of	Few
141		48. The value chain is subdivided into two main headings. These are primary activities and:	Peripheral	Support activities
142		49. In the value chain, primary activities are:	Directly involved	Those activities
143		50. One of the strategic decisions relating to the value chain concerns vertical integration. This	Deciding	Deciding
144	<b>Unit IV</b>	1. What method of corporate strategy is adopted in a diversified, multi-industry company?	Coporate	Business
145		2. What is the matching stage of the analyticl framewework for strategy formulation also called as:	Coporate	Business
146		3. What approach provides a simple way of identifying and evaluating alterative strategies for the	Portfolio	Strategic
147		4. What provides the basis fo comparing the relative strength of different businesses in terms of	BCG Matrix	GE Nine Cell
148		5. Which category represents the best long run opportunities in the firm's portfolio?	Cash Cows	Stars
149		6. Which category of BCG matrix generates sustantial cash surplus due to low industry growth rate	Dog	Cash cows
150		7. BCG in BCG matrix stands for	Boston Calmette	British
151		8. What does Dog symbolize in BCG matrix?	Introduction	Growth
152		9. What does Stars symbolize in BCG matrix?	Introduction	Growth
153		10. What does Question Mark (?) symbolize in BCG matrix?	Remain	Invest
154		11. What do Cash Cows symbolize in BCG matrix?	Remain	Invest

155		12. What does Green symbolize in BCG matrix?	Invest & Expand	Select & Earn
156		13. What does Yellow symbolize in BCG matrix?	Invest & Expand	Harvest & Divest
157		14. What does Red symbolize in BCG matrix?	Invest & Expand	Harvest and Earn
158		15. The GE 9 cell model is based on	Industry	Industry Growth
159		16. The BCG Matrix is based on	Industry	Industry Growth
160		17. In strategic thinking, how long is the long term, approximately?	1 Month to 1	2 to 3 years
161		18. In BCG matrix, what is the label of the horizontal axis?	Relative Market	Business
162		19. In BCG Matrix, what is the label of the Vertical axis?	Relative Market	Business
163		20. In GE 9 cell matrix, what is the label of the horizontal axis?	Relative Market	Industry
164		21. Another name for GE 9 cell model is	Three colour	Stop light matrix
165		22. To find out what an organization's strategy is, you should:	Read the mission	Look at what the
166		23. Which of the following statements is not true when describing a successful strategy?	It provides some	It provides the
167		24. In the context of strategic management, stakeholders can be defined as:	An individual or	An external
168		25. In the case where an organization acquires its supplier, this is an example of:	Horizontal	Forwards vertical
169		26. The competencies or skills that a firm employs to transform inputs into outputs are:	Tangible	Intangible
170		27. The "balanced scorecard" supplies top managers with a _____ view of the business.	Long-term	Detailed and
171		28. The "advance work" in the strategic management process is comprised of	Strategy	Strategy
172		29. A network of firms providing different parts of a value-chain in the production of a product or	Franchising	Nearshoring
173		30. A firm outsources many of its value chain activities. Compared to a firm that does everything in-	Higher	Higher
174		31. A joint venture can be defined as:	Two firms	One firm licenses
175		32. At corporate level, diversification comes about when a firm is involved in two or more:	Businesses	Markets
176		33. Which of these is not a Tactic that a firm pursuing cost leadership strategy would follow?	Tight cost and	Avoid marginal
177		34. When firm offers something that its competitors do not, and that customers value and	Cost leadership	Extremely high
178		35. which of these is not a potential problem with the differentiation strategy?	The product is	The product
179		36. The strategy that a firm follows by indentifying a single segment or a group of segments aiming	Small group, cost	Focus, low-cost
180		37. A firm constantly seeks first-mover advantage, while being prepared to deal with attendant	Prospector	Defender

181		38. The stage at which the market begins to get saturated and firms begin to focus on efficiencies	Growth stage	Maturity stage
182		39. Low cost, Differentiation and Focus are examples of _____	Corporate	Operational
183		40. Business-level strategies are concerned specifically with:	Creating	Selecting the
184		41. A cost leadership strategy targets the industry's ____ customers.	Most typical	Poorest
185		42. When the costs of supplies increase in an industry, the low-cost leader	May continue	Will lose
186		43. A differentiation strategy can be effective in controlling the power of substitutes in an industry	Customers have	Substitute
187		44. Competitive rivalry has the most effect on the firm's ____ strategies than the firm's other	Business-level	Corporate-level

OPTION (C)	OPTION (D)	CORRECT OPTION	
Actions taken	All of the above	<b>D</b>	
Make sure that	Create an effective	<b>B</b>	
Employee skills	Only a & b	<b>D</b>	
Planning	Planning &	<b>C</b>	
Use plans as	Create a	<b>B</b>	
Global,	Supplier,	<b>B</b>	
Expertise in	Familiarity with all	<b>A</b>	
Social Skills	Motivation	<b>B</b>	
Organizational	Better procedures	<b>A</b>	
Extremely	Emphasis on fire-	<b>C</b>	
It does not	It has a short term	<b>B</b>	
Organizational	Objectives and	<b>A</b>	
Technology &	All of above	<b>D</b>	
Creating values	Articulating	<b>C</b>	
It is not forward	It is too vague and	<b>D</b>	
Best ability in	No risk No gain	<b>A</b>	
They are set by	They can be	<b>C</b>	
It should be	It must be	<b>B</b>	
Short term -	Long term - Short	<b>B</b>	
Business level	Product level	<b>C</b>	
Identifying the	setting long term	<b>A</b>	
Corporate level	Both (a) and (b)	<b>D</b>	
Functional level	None of the above	<b>A</b>	
Functional level	All of the above	<b>C</b>	

Functional level	Both (a) and (b)	<b>D</b>	
Strategy	None of the above	<b>C</b>	
Resources	Government	<b>B</b>	
Management	Strategic analysis	<b>A</b>	
Adaptive mode	All of above	<b>A</b>	
Economic and	Both (b) and ©	<b>D</b>	
Strategic	All of the above	<b>A</b>	
Strategic	Evaluation and	<b>C</b>	
Strategic	Functional	<b>C</b>	
Medium - term	All of above	<b>A</b>	
Procedures	Grand Strategy	<b>D</b>	
Business	Grand Strategy	<b>B</b>	
Strategy	Functional Strategy	<b>A</b>	
Strategy	Budgeting	<b>D</b>	
Strategy	Strategy planning	<b>B</b>	
Processes	Appraisals	<b>B</b>	
Budgets	All of the above	<b>A</b>	
Managing	Supervisors	<b>B</b>	
Functional	Strategic	<b>B</b>	
Decision-making	Strategy	<b>A</b>	
Controlling	Decision-making	<b>A</b>	
Strategic Plan	Company's goals	<b>B</b>	
Strategies and	Mission	<b>D</b>	
It must promise	It must be	<b>C</b>	
Plans, vision and	None of the above	<b>B</b>	
Company's goal	Company's vision	<b>C</b>	

Company's	All of the above	<b>A</b>	
Medium-term	Poor decision	<b>B</b>	
Environment	Environmental	<b>D</b>	
Environmental	Strategic	<b>A</b>	
Weakness	Strength	<b>B</b>	
The tracking of	Neogotiating the	<b>C</b>	
The industry that	All organizations	<b>D</b>	
Economic	Ethenic	<b>B</b>	
Economic	Ethenic	<b>C</b>	
Bargaining	Risk of new	<b>B</b>	
Enhancers	Supplementors	<b>A</b>	
Industry	Supply chain	<b>C</b>	
The comparison	The efficiency with	<b>B</b>	
A check of the	Performance	<b>A</b>	
Shareholders as	Customers as to	<b>D</b>	
Low cost and	Differentiation and	<b>C</b>	
Productivity,	Cost control,	<b>B</b>	
Management	All of above	<b>D</b>	
The relectance to	The use of highly	<b>C</b>	
Legal	Politiocal	<b>A</b>	
Political	Cultural	<b>B</b>	
Disceonomies of	High switching cost	<b>C</b>	
By considering	Taking per capita	<b>B</b>	
When the buying	All of above	<b>A</b>	
Market analysis	Cost analysis	<b>B</b>	
Price War	No salvage value	<b>D</b>	

Demand Low	Demand easy	<b>C</b>	
suppliers are less	Suppliers are	<b>B</b>	
Create a	Withdrawing form	<b>B</b>	
Research &	Profitability	<b>B</b>	
outbond	sales & marketing	<b>B</b>	
Learning	All of above	<b>D</b>	
Financial	Marketing	<b>C</b>	
Market Research	Research &	<b>D</b>	
Advertising	Financial analysis	<b>B</b>	
Market forecast	Market analysis	<b>A</b>	
Research &	None of the above	<b>C</b>	
Value system	supportive	<b>C</b>	
Industry scope	Market scope	<b>C</b>	
Cost drivers	Cost units	<b>C</b>	
Opetimization	Both A and C	<b>D</b>	
Differentiation	Focus	<b>C</b>	
The firm should	The firm should	<b>D</b>	
The firm should	The firm should	<b>A</b>	
That are really	That are ordered	<b>B</b>	
The firm should	The firm should	<b>B</b>	
A rapid exit	Forward	<b>A</b>	
Concentric	Conglomerate	<b>D</b>	
Stability strategy	Inertia strategy	<b>C</b>	
Re-organization	the firm is not a	<b>A</b>	
Dissolving a	Ending a	<b>B</b>	
Merchandise	None of the above	<b>B</b>	

Divestiture	Liquidation	<b>B</b>	
Liquidation	Divestiture	<b>D</b>	
Merger	Coalition	<b>D</b>	
Horizontal	vertical coaliton	<b>C</b>	
Joint venture	Vertical merger	<b>D</b>	
Organizational	Reputational	<b>C</b>	
Low-cost	None of the above	<b>C</b>	
A best-cost	There is no such	<b>D</b>	
Get the company	None of the above	<b>B</b>	
Divestiture	Supermajority	<b>B</b>	
Hubris	Economies of scale	<b>B</b>	
Strategic effect	Bootstrapping	<b>A</b>	
A two-tier tender	A shark repellent	<b>A</b>	
By either	None of the above	<b>C</b>	
Corporate	Equity carve-out.	<b>A</b>	
A two-tier tender	shark repellent	<b>C</b>	
Corporate level	None of the above	<b>C</b>	
<i>Alfred Chandler</i>	<i>None of the above</i>	<b>C</b>	
Low cost	None of the above	<b>C</b>	
Chandler	Raymond Miles	<b>A</b>	
Mergers or	Implementation	<b>D</b>	
Intervention	None of the above	<b>C</b>	
Functional	both a and c	<b>A</b>	
Operational	both a and b	<b>C</b>	
long-range	short-range	<b>A</b>	
Objectives;	Mission; vision	<b>A</b>	

One sentence of	There is no	<b>D</b>	
Development of	Threat of	<b>C</b>	
Conglomerate	Product	<b>C</b>	
SWOT's focus on	SWOT	<b>C</b>	
Vision	Vision statements,	<b>D</b>	
Encompass both	Be shorter in	<b>C</b>	
Evoke powerful	Set organizational	<b>C</b>	
Increased	Increased	<b>A</b>	
Threat of	Threat of entry.	<b>A</b>	
Cost savings	Threat of backward	<b>B</b>	
Readily available	Dominance by a	<b>C</b>	
Numerous	Numerous equally	<b>D</b>	
Secondary	Outsourced	<b>B</b>	
Those activities	Directly involved in	<b>A</b>	
Deciding to link	Deciding whether	<b>B</b>	
Merchandise	All of above	<b>B</b>	
Multinational	Both (A) & (B)	<b>A</b>	
Managerial	SWOT analysis	<b>A</b>	
7s framework	Five Ofrcce Model	<b>A</b>	
Question marks	Dogs	<b>B</b>	
Question marks	Stars	<b>B</b>	
Boston	Boston Consulting	<b>D</b>	
Maturity	Decline	<b>D</b>	
Maturity	Decline	<b>B</b>	
Stable	Liquidate	<b>A</b>	
Stable	Liquidate	<b>C</b>	

Harvest & Divest	Both a & b	<b>A</b>	
Select & Earn	Both a & b	<b>C</b>	
Harvest & Divest	Select & Earn	<b>C</b>	
Industry	Industry Growth &	<b>A</b>	
Industry	Industry Growth	<b>D</b>	
3 to 5 years	More than 5 years	<b>D</b>	
Industry Growth	Market Growth	<b>A</b>	
Industry Growth	Market Growth	<b>C</b>	
Industry Growth	Market Growth	<b>B</b>	
Strategic	Colour light matrix	<b>B</b>	
Read the	Ask the CEO	<b>C</b>	
It addresses	It guarantees long	<b>A</b>	
Internal groups	An individual or	<b>D</b>	
Backwards	a and b	<b>C</b>	
Organizational	Reputational	<b>C</b>	
Simple and	Fast but	<b>D</b>	
Strategic	Strategy analysis.	<b>A</b>	
Orchestrating	Co-specialization	<b>D</b>	
Lower	Lower transaction	<b>A</b>	
Two firms merge	Two firms come	<b>D</b>	
Segments	Industries	<b>D</b>	
Take advantage	Customize	<b>D</b>	
Differentiation	Focus cost	<b>C</b>	
The product has	The product is	<b>A</b>	
Focus	Differentiation, low	<b>B</b>	
Analyzer	Innovator	<b>A</b>	

Decline stage	Introductory stage	<b>B</b>	
Business	Functional	<b>C</b>	
How functional	How a business	<b>A</b>	
Least educated	Most frugal	<b>A</b>	
Will be unable to	May be the only	<b>D</b>	
A differentiating	Customers develop	<b>D</b>	
Acquisition	International	<b>A</b>	















































































