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Chapter 01. Strategic Management Multiple Choice Questions 1. (p. 3) Which of the following is an element of a firm's remote external environment?

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Chapter 01 The Tools of Strategic Analysis TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false. 1) One of the central questions that all strategic managers must address, regardless of the industry they work in, is "What is our competition going to do next?" 1) Answer: True False

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(p. 3) The set of decisions and actions that result in the formulation and implementation of plans designed to achieve a company's objectives is defined as: A. Strategic policy B. Business policy C. Strategic management D. Tactics Difficulty: Medium Learning Objective: 2 6. (p. 3) Strategic management compromises nine critical tasks,

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Chapter 01 Strategic Management: Creating Competitive Advantages. True / False Questions. 1. Nortel, like other firms, suffered from a drop in overall industry demand for telecommunications equipment during 2000 and 2001. According to the text, this would be an example of the "romantic" perspective of leadership. True False. 2.

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Chapter 01 Strategic Management: Creating Competitive Advantages Answer Key True / False Questions 1. (p. 5) Nortel, like other firms, suffered from a drop in overall industry demand for telecommunications equipment during 2000 and 2001. According to the text, this would be an example of the "romantic" perspective of leadership. FALSE

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Chapter 01 - Introduction. 22. Technological innovations increase: a. the gross domestic product of an economy. b. product life cycles. c. the time required for product development and introduction.

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Answer Key True / False Questions 1. (p. 3) Human resource
management (HRM) encompasses those activities designed to
provide for and coordinate the human resources of an
organization. TRUE Difficulty: Easy 2. (p.

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Working capital management includes making decisions about how much

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B. Integrated technology management C. Strategic management D. Inventory management Strategic management is the integrative management field that combines analysis, formulation, and implementation in the quest for competitive advantage. Mastery of strategic management enables an individual to view a firm in its entirety.

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