

Question 11: **Marketing Strategy** (10 marks) [11] **Principles of Marketing: Introduction to Strategic Change** (10 marks) [11] **Strategic Management**

**Multiple Choice**

1. Environmental analysis is a process that involves firms using the following processes:

- a. environmental SWOT analysis
- b. environmental S-O-W analysis
- c. general SWOT analysis
- d. strategic SWOT analysis

Answer: a.

2. An SWOT analysis can be used to help an organisation:

- a. determine its mission
- b. determine its vision
- c. determine its strategy
- d. determine its organisational structure

Answer: d.

3. All large firms are made up of sub-units called:

- a. divisions
- b. divisions

Answer: d.

4. The \_\_\_\_\_ is concerned with identifying the important segments and identifying major strategic opportunities within the organisation's environment.

- a. SWOT
- b. STP
- c. secondary strategic planning
- d. strategy

Answer: c.

5. In the following four statements, one statement is false. Which of the following statements is **not** true? (Marking scheme: correct answer 1)

- Statement not printed? Not a 'best' statement?

- a. The top right corner is the 'cash cow' zone
- b. The top right corner is the 'cash cow' zone
- c. The top right corner is the 'cash cow' zone
- d. The top right corner is the 'cash cow' zone

# Gaddis Java 5 Chapter Quiz

**Lei Huang**



## **Gaddis Java 5 Chapter Quiz:**

## **Gaddis Java 5 Chapter Quiz** Book Review: Unveiling the Power of Words

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