**Assignment 2**

Student Name: Score: \_\_\_/100

**Part I: Multiple Choice Questions (5 points each) \_\_/40**

1. The strategy of moving into new lines of business is called \_\_\_\_\_\_.

a. diversification

b. differentiation

c. acquisition

d. expansion

1. To develop \_\_\_\_\_ plans, managers identify important factors in the environment, such as possible economic downturns, declining markets, increases in cost of supplies, new technological developments, or safety accidents.

a. emergency

b. risk

c. scenario

d. contingency

1. Shirley works in the human resource department at Turtle Shells, Inc. She believes she is seeing an increase in alcohol use problems among the workforce. She thinks she needs to investigate further. She is at which of the following stages of the managerial decision-making process?

a. Diagnosis and analysis of causes

b. Development of alternatives

c. Recognition of decision requirement

d. Evaluation and feedback

1. Examples of non-programmed decisions would include the decision to \_\_\_\_\_.

a. reorder supplies

b. develop a new product or service

c. perform routine maintenance on one of the machines in manufacturing

d. terminate an employee for violation of company rules

1. Genna is collecting data on how well the organization has done since a new strategy was implemented. She is in which of the following stages of the managerial decision-making process?

a. Development of alternatives

b. Implementation of chosen alternative

c. Evaluation and feedback

d. Recognition of decision requirement

1. Break Technologies has five strategic business units (SBUs)—computers, refrigerators, washing machines, air conditioners, and televisions. Its computers unit is quite profitable in spite of operating in a slow-growing market, and it is profitable enough to provide funds for the operation of the other business units as well. In the context of the BCG matrix, which of the following categories of SBUs best describes the computers unit?

a. Stars

b. Cash cows

c. Question marks

d. Dogs

1. JDB Cars has launched a new range of premium cars in Lakamba. The citizens of Lakamba are extremely wealthy and often spend a lot of their earnings on premium cars and houses. In this scenario, the company is most likely using a(n) \_\_\_\_\_.

a. diversification strategy

b. focus strategy

c. divestment strategy

d. adaptive strategy

1. In the \_\_\_\_\_ of organizational decline, as organizational performance problems become more visible, management may recognize the need to change but still take no measures.

a. blinded stage

b. inaction stage

c. faulty action stage

d. crisis stage

**Part II: Short Answer Questions. \_\_/60**

1. Why do effective managers often use multiple styles of decision making? (20)

2. Compare corporate-level and industry-level strategies. (20)

3. Consider BYD’s EV business and analyse its competitive forces. (20)