MPC questions Ch3

1. The \_\_\_\_\_\_ model is used to describe the interaction of external forces that affect the strategy and the competitiveness of an enterprise.

1. network economy
2. competitive forces
3. competitive advantage

2. The value chainmodel

1. supports a company in identifying points where information technology can enhance the competitive position very effective.
2. sees the supply chain as the main activity for adding value.
3. categorizes five related benefits for adding value to the products and services of a company.
4. categorizes four basic strategies that a company can use it to its value chain.

3. In the value chain model of Porter, the following primary activities differentiated.   
Which one is not correct ?

1. Inbound Logistics
2. Production
3. financial administration.
4. Customer service

4 If two organizations share markets and expertise and thereby lower costs and generate profit is often called creating a \_\_\_\_.

1. value chain
2. synergy
3. value web
4. core competencies

5. When a company is offering a specialized product or service for a small target market better than its competitors, the company is using a \_\_\_\_\_ strategy.

1. product differentiation-
2. to the mass custom
3. process efficiency-
4. market niche

ANSWERS :

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| **Ch1** | **Ch2** |
| **1 A** | **1 B** |
| **2 C** | **2 B** |
| **3 B** | **3 A** |
| **4 D** | **4 C** |
| **5 C** | **5 C** |
| **6 B** | **6 B** |
|  | **7 B** |
|  | **8 A** |