

Quiz 1 Answers

1. A good mission statement
 - a.
 - b. can resolve divergent views among managers
 - c. would promote synergy
 - d.
2. When making decisions
 - a. you have to assess risks
 - b.
 - c.
 - d.
3. Strategy is about
 - a.
 - b.
 - c.
 - d. all of the above
4. Different strategic types
 - a. should be assessed for applicability to the situation and circumstances of the enterprise
 - b.
 - c.
 - d.
5. Characteristics of good objective don't include
 - a.
 - b.
 - c. mysterious
 - d.
6. Mission statements
 - a.
 - b.
 - c. should be simple and brief
 - d.
7. Good strategies are
 - a.
 - b.
 - c. the result of good strategic thinking
 - d.

8. The typical time span of a strategy is two to five years
- a.
 - b.
 - c. should be revisited in case of major changes in the internal or external environment
 - d.
9. A strategy
- a.
 - b.
 - c.
 - d. none of the above
10. Reacting is
- a.
 - b.
 - c. as important as planning
 - d.