

Strategic Management Course
Fourth year, Week12, Lecture12

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Revision

Chapter 8: Strategy Generation and Selection

Chapter 9: Strategy Implementation

David, F. R., & David, F. R. (2017). Strategic management: A competitive advantage approach (Sixteenth edition). Pearson.

True or False

- 1- Identifying and evaluating alternative strategies should involve many of the managers and employees who didn't assemble the organizational vision and mission (F).
- 2- If the proposed strategies ranked by participants = 4, so it possibly should be implemented (F).
- 3-The strategy-formulation analytical framework consists of three stages (T).

True or False

4- The tools of The strategy-formulation analytical framework are applicable to profit organizations and large companies only (F).

5- The first stage of the strategy-formulation analytical framework called the decision stage (F).

6- The matching stage, focuses on generating feasible alternative strategies by aligning key external and internal factors (T).

True or False

7- The Quantitative Strategic Planning Matrix (QSPM). Used at the matching stage (F).

8- The tools of Matching strategy rely on information derived from the input stage (T).

9- Managers use (Strength- Threats) strategies to take advantage of external opportunities (F).

10- WO (Weakness- Opportunities) strategies aim at improving internal weaknesses by taking advantage of external opportunities (T).



True or False

11- Strategists can use (Weakness- Threats) strategy, when the rival firms copy ideas, innovations, and patented products are a threat in many industries (F).

12- Match internal weaknesses with external opportunities, and record the resultant WO strategies (T).

13- The purpose of SWOT analysis and each is to generate feasible alternative strategies (T).

True or False

14- Strategies can be implemented successfully only when an organization markets its goods and services effectively (T).

15- Successful strategy implementation depends on cooperation among all functional and divisional managers in an organization (T).

16- The company website should enable customers to interact face-to-face with the company (F).



True or False

17- Larger companies have hired a social media manager(s) to be the voice of the company on social and digital media sites (T).

18- Market segmentation can be defined as the subdividing of a company into distinct subsets of employees according to needs and buying habits (F).

19- Segmenting consumer markets is generally much simpler and easier than segmenting industrial markets (T).



True or False

20- Product positioning reflects how products or services compare to those of the competitors on dimensions most important to success in the industry (T).

21- The most successful organizations use an R&D strategy that ties external opportunities to internal strengths and is linked with objectives (T).

22- For evaluating and monitoring results, companies should establish structure, allocate resources, and motivate employees (F).



Thank you!

