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Some frequently asked exam questions on strategic management are as follows: Q.1.

Write a short note on strategic decision making framework.

Ans. The widely accepted framework for making strategic decisions may be illustrated as under :
Typically, it urges managers to proceed sequentially through the following logical

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steps : 1 Analyse the
environment, 2 [...]

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BBA 602: STRATEGIC
MARKETING

MANAGEMENT DATE:
SATURDAY, 20TH

FEBRUARY 2010 TIME:
9.00 A.M. -12.00 P.M.

INSTRUCTIONS: Answer
Question ONE and any
other TWO questions.

Question One Strategic
marketing

management drives its
nature from the

strategic management
process. Discuss. (15
marks)

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Skylermicaela.

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Chapter 6. 5 terms.

amieaesoph.

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Question 1. Define
Strategic Management.

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Answer: Strategic management is the process where managers establish an organization's long-term direction, set the specific performance objectives, develop strategies to achieve these objectives and undertake to execute the chosen action plans.

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and invent a series of
questions (see also
textbook) Pick one
question, then start by
just structuring your

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answer and set a time limit of 10 mins Repeat above but this time select and answer 5 questions

Mba Strategic Management Exam Questions And Answers

ADVERTISEMENTS:
Some frequently asked exam questions on strategic planning are as follows: Q.1. Give the meaning and definition of strategic

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planning. Ans.

Strategic Planning is basically a policy-making function.

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