

## Chapter 2: Multiple Choice Questions

1. Which of the following is true about business strategies?
  - a. An organization should stick with its strategy for the life of the business.
  - b. All firms within an industry will adopt the same strategy.
  - c. Well defined missions make strategy development much easier.
  - d. Strategies are formulated independently of SWOT analysis.
  - e. Organizational strategies depend on operations strategies.
  
2. The fundamental purpose for the existence of any organization is described by its
  - a. policies
  - b. mission
  - c. procedures
  - d. strategy
  - e. tactics
  
3. Which of the following activities takes place once the mission has been developed?
  - a. The firm develops alternative or back-up missions in case the original mission fails.
  - b. The functional areas develop their functional area strategies.
  - c. The functional areas develop their supporting missions.
  - d. The ten OMI decision areas are prioritized.
  - e. Operational tactics are developed.
  
4. Which of the following statements about organizational missions is false?
  - a. They reflect a company's purpose.
  - b. They indicate what a company intends to contribute to society.
  - c. They are formulated after strategies are known.
  - d. They define a company's reason for existence.
  - e. They provide guidance for functional area missions.
  
5. The impact of strategies on the general direction and basic character of a company is
  - a. short ranged
  - b. medium range
  - c. long range
  - d. temporal
  - e. minimal
  
6. The fundamental purpose of an organization's mission statement is to
  - a. create a good human relations climate in the organization
  - b. define the organization's purpose in society
  - c. define the operational structure of the organization
  - d. generate good public relations for the organization
  - e. define the functional areas required by the organization
  
7. Which of the following is true?
  - a. Corporate mission is shaped by functional strategies.
  - b. Corporate strategy is shaped by functional strategies.
  - c. Functional strategies are shaped by corporate strategy.
  - d. External conditions are shaped by corporate mission.
  - e. Corporate mission is shaped by functional strategies.

# Chapter2 Multiple Choice Questions

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